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## **Nantahala Outdoor Center, corporate partners, establish coronavirus employee relief fund**

Bryson City, NC | Apr. 1, 2020 - Nantahala Outdoor Center (NOC) announced the creation of an Employee Relief Fund to address immediate and critical employee hardship caused by the novel coronavirus (COVID-19). Working in partnership with Coca-Cola Consolidated (Coke), the NOC Employee Relief Fund is a combination of Nantahala Outdoor Center funding, corporate partner sponsorship and elective employee donations.

The fund, created as a form of disaster relief, is designed to provide short-term assistance to eligible employees and their immediate families. Support is intended to cover portions of essential expenses including health insurance premiums, staff housing and critical food and supply costs. The initial funding includes a total of \$25,000 for employee support.

“[Coronavirus] is devastating for all businesses, especially the travel, tourism and hospitality industries and we are all feeling that impact right now. Employees from NOC's two largest operations in rural Bryson City and Gatlinburg are the hardest hit, and we are doing everything we can to provide assistance across the company,” said William Irving, NOC President.

“With the support and guidance of our community, partners and Core Values, we know the NOC Family will make it through these tough times. We are so appreciative of Coke Consolidated for their generosity and ongoing support to our staff.”

Additional support for the temporary fund has been provided by the Kennedy Foundation and Ingles Supermarkets.

For more information on the impact of the novel coronavirus on NOC's operations please visit [noc.com/about/covid19](http://noc.com/about/covid19). For direct questions or inquiries about opportunities for involvement please contact Jan Wojtasinski, VP Marketing at [media@noc.com](mailto:media@noc.com).

### **About Nantahala Outdoor Center (NOC)**

Nantahala Outdoor Center is the nation's largest outdoor recreation company with operations spanning Georgia, North Carolina, South Carolina, and Tennessee. Over a million guests visit NOC annually to embark on a diverse collection of more than 120 different river and land-based itineraries, learn to kayak at NOC's world-renowned Paddling School, travel abroad with NOC's Adventure Travel program, test the latest outdoor gear and shop at its LEED-certified flagship retail stores or enjoy NOC's resort amenities such as its three restaurants and multi-tiered lodging. NOC has been recognized by The New York Times as the “Nation's Premiere Paddling School,” “The Best Place to Learn” by Outside, and as “One of the Best Outfitters on Earth” by National Geographic Adventure.

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