



NEWS RELEASE

City of South Fulton Government

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SFCVB to Boost Tourism with Boat Rock Climbing Competition

(CITY OF SOUTH FULTON, GA – February 22, 2021) – The South Fulton Convention & Visitors Bureau (SFCVB) is focused on boosting tourism and getting the word out about a hidden gem frequented by rock climbers from across the Southeast. The Boat Rock Preserve located in South Fulton along Boat Rock Road is the meeting place for the Southeastern Climbers Coalition (SCC) 2021 Float the Boat Rock Climbing Competition going on now until March 15.

“SFCVB is excited to partner with the SCC as an event sponsor and support this competition,” said Chantel Francois, tourism manager for the City of South Fulton. “As a premier event for the SFCVB, Float the Boat supports our mission to attract overnight visitors to the city. It also provides an experience for our residents to discover and enjoy the tourist sights South Fulton has to offer.”

Boat Rock is a geological gem that contains a one mile stretch of egg-shaped, granite boulders. One of the first bouldering competitions in the U.S. took place there in 1985. The SCC helps to preserve the area and uses donations and proceeds from the Float the Boat and other competitions to maintain this adventurous climbing attraction.

The Float the Boat competition welcomes competitors of all ages. To learn more about how to register or compete, visit <https://www.seclimbers.org/scc-events/float-the-boat/>.

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