

**FOR IMMEDIATE RELEASE**  
Wild Moon Ranch & Resort  
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## **The Preserve at Rising Fawn becomes Wild Moon Ranch & Resort**

RISING FAWN, GA – The Preserve at Rising Fawn is situated on more than 2,500 acres just 30 minutes south of Chattanooga, TN on the back side of famed Lookout Mountain. Blending with the natural beauty of the mountain range, this community features well-stocked lakes for fishing and spectacular hill and mountainside home sites as well as a world-class equestrian arena, The Luke Dobson Circle D Arena & Equestrian Center.

The Preserve was the vision of Tommy Dobson, son Joshua Dobson and son-in-law Travis Shields. After constructing several cabin-style homes, the Dobson family and Southern Group, LLC decided to refocus the development of The Preserve to expand its appeal and attract more diverse development growth potential. In February 2009, they partnered with CW Craig Associates and The Preserve at Rising Fawn became Wild Moon Ranch & Resort. This fresh, new brand signifies a change in the underlying business model that better reflects the lifestyle of a resort experience versus its former second home community status.

Under the management of the new development partnership, this resort now boasts 28 rental cabins and the activities at the property have been expanded to not only include the 55,000 square-foot indoor Luke Dobson Circle D Arena & Equestrian Center, where skilled horsemen can train and develop their skills and also perform in rodeo style events, but to bring the love of horses to area visitors by offering guided trail rides through the mountain terrain. The fishing lakes have been expanded and stocked and the property has taken on a new character of adventure experiences.

All of the approximate 200 lot owners have the opportunity to add their homes to the luxury cabin rental program and additional services have been added such as in-cabin spa services and meetings & event facilities at the Mill Creek Clubhouse. Rounding out the development and management team is the experienced resort management company of American Resort Management, LLC.

Construction of the resort clubhouse, The Ranch House, was temporarily halted early in 2009 to allow for redesign that better accommodates the higher use patterns normally associated with resort vacationers compared to residential use. Scheduled to resume in August, this resort clubhouse area will feature a pool, Jacuzzi, tennis courts and fitness & wellness workout facility. A special game and activity room has been added for kids. Wild Moon Ranch & Resort is on track to be the new centerpiece of family resort vacation properties in Northern Georgia.

Partnering with local attractions like Rock City, the resort is committed to building relationships in the area. Wild Moon Ranch & Resort was recently the major sponsor of the Rock City Southern Blooms Festival. "We were very excited to have such a unique and energetic sponsor for the festival this year," commented Robert Pettway of R&R Marketing, the marketing and advertising arm for Lookout Mountain attractions. "Cabin rentals with a resort experience are one of the most common requests we receive and we are excited to partner with Wild Moon Ranch & Resort and be able to offer their Adventure Packages, one of which even features tickets to Rock City and Ruby Falls. It's been great to partner with them."

Wild Moon Ranch & Resort offers the perfect blend of the breathtaking beauty of unspoiled nature and the conveniences essential to modern living. Whether you come for the day, an extended stay or call it a second home, Wild Moon Ranch & Resort is the perfect retreat for any call of the wild.

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6/16/09