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**12 ALPINE TOWNS, 1 DESTINATION: FIND YOUR #WINTERWOW IN NORTH LAKE TAHOE**

*With winter film fests, Santa ski days, increased snowmaking and learn to ski/ride specials—North Lake Tahoe encourages travelers to find their unique #WinterWOW moment across 12 alpine communities.*

**NORTH LAKE TAHOE, Calif./Nev. (Winter 2019/2020)** —With the country’s highest concentration of ski/ride resorts and the largest alpine lake in North America, North Lake Tahoe encourages travelers to find their unique #WinterWOW moment this season, from lakeside to mountaintop. With 12 ski resorts promoting learn to ski/ride specials, winter film fests, holiday events and #ApresAllDay, the region offers diversity in activities for all interests.

Mt. Rose opened its lifts on Oct. 25, followed by Squaw Valley | Alpine Meadows, Nov. 15, Sugar Bowl, Nov. 29 and Northstar California, Dec. 1.

“With increased snowmaking technology, we have the power to ‘bring the storm’ to augment what Mother Nature gives us,” said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. “Each year, our winter experience improves, not just for skiers and riders, but for foodies, artists, families and multigenerational travelers. You don’t have to be a skier to love the region— you just need to have an affinity for the beauty of this place.”

**SUSTAINABILITY & CAPITAL IMPROVEMENTS**

Squaw Valley will soon be powered by 100 percent renewable energy, reducing its carbon footprint by 49 percent. Similarly, Boreal Mountain California and Woodward Tahoe installed over 700 solar panels for sustainable energy this season. As a result of Vail Resorts’ “epic promise” for a zero carbon footprint by 2030, Northstar California pilots the use of renewable diesel fuel in transit and hauling vehicles, which emits 80 percent fewer lifecycle emissions compared to fossil fuel diesel.

Expansions across all ski resorts increase efficiency, safety and guest experience. Mt. Rose has invested over \$1.5 million in a new RFID lift gate system, as well as enhanced snowmaking capabilities and ticketing system. Homewood expands snowmaking and grooming capabilities with new access to water resources and the purchase of a new PistenBully. Sugar Bowl opens a new 240-foot covered surface lift for beginners, as well as adding drop posts to safety bars in support of the nationwide Kids on Lifts safety initiative.

**CHECK OUT WHAT’S NEW**

The region is growing! Three new lakeside luxury resorts are underway, including Boulder Bay Resort, a complete redevelopment of the Tahoe Biltmore; the CalNeva, which is being redeveloped by Oracle co-founder Larry Ellison; and the eco-friendly Tahoe City Lodge, which will add 118 total units.



Northstar Village opens Bourbon Pub by Chef Michael Mina ahead of the winter season. Squaw Valley | Alpine Meadows opens two new imbibe spots—the Tram Car Bar, serving drinks from a restored 70’s era tram cabin; and a new Mexican restaurant & tequila bar from owners of the Auld Dubliner. In Incline Village, Alibi Ale Works opens a new Public House, offering gastro faire for the first time with craft brews made from pure Lake Tahoe water. The new Inclined Burgers and Brews is ranked as No. 1 Burger in Nevada and No. 7 in the country according to Food and Wine Magazine.

The new Treeline Cirque chairlift at Alpine Meadows is a \$10 million detachable, high-speed quad chair that will transport skiers and riders from base area to the Sherwood ridge in a total of five minutes. The lift will feature a mid-station for quick access to some of Alpine’s best low-intermediate terrain.

North Lake Tahoe and Squaw Valley Alpine Meadows are featured in the new *Out Of Bounds* movie, a giant screen 3D experience following Olympian snowboarder Torah Bright as she journeys through the world’s longest chain of mountain ranges extending from Antarctica all the way to Alaska. Along the journey, Torah will ride with backcountry legend and Squaw Alpine athlete Jeremy Jones.

### COME FOR THE PARTY

North Lake Tahoe’s 12 alpine communities host season-long events, from snowy music festivals to holiday themed activities for the entire family. Highlights include the 5th annual **Tahoe Film Fest**, Dec. 5-8, celebrating internationally acclaimed environmental and foreign films; **WinterWonderGrass**, Mar. 27-29, a mountain bluegrass and craft beer festival; and **Snowfest**, Feb. 28-Mar. 8, the original “winter mountain carnival” with live music and weeklong activities. Additional events include:

- **Nov. - Dec.** - Northern Lights at Incline Village and Crystal Bay, a series of over 30 events, including Christmas mixers, snow parties, craft fairs, live music and more.
- **Nov. 29 - Dec. 20** - Noel Nights at the Village at Northstar, a majestic winter wonderland with live music, ice skating, face painting, activities and a visit from Santa Claus.
- **Nov. - Feb.** - Winter Speaker Series by Alpenglow Sports, where premier outdoor athletes share personal stories of adventure at Olympic Lodge in Squaw Valley.
- **Dec. 14** - Santa Ski Day at Mt. Rose, where ski/riders come dressed up as their best Santa.
- **Dec. 14-31** - Merry Days and Holly Nights at Squaw Valley | Alpine Meadows, a series of holiday events in the Village.
- **Dec. 21 - Jan. 1** - 13 Days of Magic, a series of holiday-themed events, including a winter solstice celebration, snowman building contests and holiday trunk shows at The Ritz-Carlton Lake Tahoe.
- **Feb. 29** - Leap of Love at Squaw Valley | Alpine Meadows, a collective leap day wedding.
- **Mar 19-22** - U.S. Freestyle Moguls National Championships at Squaw Valley | Alpine Meadows.
- **Mar 29-29** - Pride Ride at Homewood Mountain Resort, including a Slalom Drag Race and Ski Parade down the Rainbow Ridge run.

### LEARN TO SKI & RIDE

Every January, North Lake Tahoe’s twelve downhill ski/ride resorts offer deals and specials for beginning skiers and snowboarders, making the mountains accessible to all.

- Mt. Rose-Ski Tahoe offers “Tahoe First Time Packages” for groups ages 10-plus, as well as kids lessons for ages 4-9.
- Tahoe City Winter Sports Park offers value-friendly options for cross-country skiing, sledding, snowshoeing and ice skating.
- Tahoe Luxury Properties offers a concierge gear delivery with an in-home boot/gear fittings.



- Homewood Mountain Resort offers a “Very Best Day to Learn How to Ski or Ride” deal, Jan. 20, with ski lessons, free hot chocolate, s’mores, live music, giveaways and more.
- Tahoe Donner Downhill offers learn to ski and ride lift tickets for \$39, Jan. 6-9 and 13-16.
- Sugar Bowl Ski Resort offers “Any Day Child Life Tickets” for \$49 for children ages 5-12 of any ski level, when purchased online at least two days in advance.

### SCORE A DEAL

Various resorts offer [lodging deals](#) and adventure packages throughout the season.

- Tahoe Mountain Lodging offers an “Early Snow, Early Booking” lodging discount.
- Expanded North Face Mountain Guides programs at Squaw Valley | Alpine Meadows guide groups of four throughout the resort’s most coveted ski/ride terrain, secret stashes and hidden groomers.
- Alpenglow Expeditions offers new half-day guided snowshoe tours through Shirley Canyon; as well as new guide-led groups through Squaw Valley’s backcountry
- In partnership with the North American Ski Training Center (NASTC), Homewood offers snowcat guides and backcountry training to the public. Participants will learn basic safety protocols, rescue techniques, avalanche hazard awareness and management and more. Homewood’s Ultimate Pass includes complimentary ski days at over 20 partner resorts across the country.
- Tahoe Donner Downhill and XC season passholders receive four days at Diamond Peak Ski Resort and two days at Homewood Mountain Resort.
- Diamond Peak offers free lift tickets for children ages 6 and under, and seniors over 80.
- Squaw Valley Lodge offers a “Ski & Stay” package starting Jan. 5, featuring two nights in a deluxe studio and one ski lift ticket per person.

### NOT A SKIER? NOT A PROBLEM.

North Lake Tahoe offers all-inclusive activities for the whole family, including sledding, snowmobiling, ice skating, fat tire snow biking and nordic skiing. Take a moonlit snowshoe tour with Tahoe Adventure Company, discover snow play activities at North Tahoe Regional Park, or enjoy a magical sleigh ride with Borges Sleigh & Carriage Rides.

Alpenglow Expeditions will introduce two new winter activities for the 2019-20 season. Based in The Village at Squaw Valley, the local mountain-guide service will be leading half-day guided snowshoe tours through the beautiful Shirley Canyon starting Dec. 2019.

Engross yourself in winter high-altitude training with the North Tahoe Regional Park’s new Par Course. A hot topic with Tahoe locals, the 18-station fitness par course is home to a variety of adult fitness equipment amidst breathtaking views of the region’s flora.

For more information and activity suggestions, visit [gotahoenorth.com/winter](http://gotahoenorth.com/winter).

### **About North Lake Tahoe**

*Lake Tahoe is a crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking trails, half a dozen communities, and a growing number of nationally recognized human-powered events, races and festivals. North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International*



*Airport. Visitor information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For more information, visit: [gotahoenorth.com](http://gotahoenorth.com).*

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