



News Release

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For Immediate Release

LAKE TAHOE RECEIVES OVER TWO FEET OF FRESH SNOW

BROADCAST FOOTAGE AVAILABLE – SHOT TODAY

(NORTH LAKE TAHOE, California/Nevada) – The storm door has opened and North Lake Tahoe skiers and snowboarders are rejoicing after the region received over two feet of fresh snow since Thursday morning.

Broadcast-quality MPEG 2 video footage shot in North Lake Tahoe is available for preview, download and broadcast use at www.tahoemediacenter.com/northlaketahoe.

The footage includes recent video of North Lake Tahoe resident and business owners shoveling, snowblowing, and enjoying the new snow and the official start of ski season.

Suggested copy to run with footage: – North Lake Tahoe ski resorts received over two feet of powder from a cold system that blew through the region yesterday and last night, covering the area with the much-welcomed white stuff. Local forecasters are predicting a chance of flurries today and Saturday with mostly sunny skies for Sunday.

Most North Lake Tahoe ski resorts are in full swing, including Northstar-at-Tahoe, Boreal Mountain Resort and Mt. Rose; Squaw Valley USA, Alpine Meadows and Sugar Bowl re-open tomorrow, Saturday. Diamond Peak is scheduled to open December 13 and Homewood Mountain Resort December 15.

Novice skiers and snowboarders have the opportunity to learn at bargain prices this weekend. The 8th Annual Learn to Ski and Board Weekend, scheduled for the December 8-9, costs \$25 and includes an all-day beginner lift ticket, group lesson and gear rental. Participants should contact ski resorts for specific details.

Lake Tahoe was recently ranked the number one destination booked on Orbitz.com for travel this winter, up from its third place ranking last year.

For more information about North Lake Tahoe, the latest ski and weather conditions, video cams and recreational activities, click to www.GoTahoeNorth.com.

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 380 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village.

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