

*Certified Unserious*

# SIERRA-AT-TAHOE DELIVERS AUTHENTIC CALIFORNIA SNOWSPORTS EXPERIENCE

SOUTH LAKE TAHOE, CA – Sierra at Tahoe complies with the highest standards of fun, humor and the unexpected. It delivers a snowsports experience that is unlike any other. Focused on enriching the guests' overall experience, Sierra at Tahoe is excited to offer expanded learning terrain, a new digital experience, enhanced on-mountain eats and a few more fun surprises.

If you are new to skiing and snowboarding, no worries. Sierra is the place for you. Sierra-at-Tahoe offers lessons in a hassle-free environment, where guests will feel comfortable trying the sport and, most importantly, enjoying it. An entire area is dedicated to learning, with two carpets, a high-speed quad and a Learn to Ride center. Employees are trained on anticipating needs of first timers and certified within the program to instruct on sculpted, contour-based Smart Terrain, designed to help turns and gliding in a safe and controlled environment. This program is in collaboration with Snow Park Technologies and Snow Operating Staff to fuel the desire for progression in snowsports.

Once you have mastered your first turns, grab your next lesson or ticket online. It is as easy as buy, click and save. Technology is all about empowerment. Skiing is all about fun. Sierra is marrying the two with a new website that includes the ability and opportunity to purchase more products, including lessons and rentals, ahead of time online. Time is precious; you should be enjoying it.



SIERRA-AT-TAHOE – Whether you want perfectly groomed trails, terrain parks or backcountry bowls, you will find it, and it is “Certified Unserious,” so have fun. Photo courtesy of Sierra-at-Tahoe

As no stranger to emerging food trends, Sierra has revamped its menus at the base area and on-mountain dining locations in 2017-18. Sierra will continue to source sustainable, healthier food options in the Solstice Eatery, with the hungry snowsport enthusiast in mind. From mountaintop BBQ to a “beach” like atmosphere in West Bowl, Sierra will

keep your tummy happy and ready to tackle whatever conditions the mountain throws at you.

Sierra at Tahoe Resort knows it is not always easy on the wallet to take your family on vacation. Sierra's 3-PAK lift tickets get you on the slopes less than \$80 a day. These discounted lift tickets are valid any day with no blackout dates all season.

If you cannot get enough with the 3-PAK, grab a season pass and get the added benefits of skiing at Squaw Valley and Alpine Meadows, plus the addition of the Powder Alliance, offering Sierra Resort Unlimited Passholders complimentary skiing benefits at over a dozen resorts in three different countries.

With the best value in Tahoe, a family friendly atmosphere and convenient location, do not miss out on a great experience at Sierra-at-Tahoe Resort. Learn what it means to be #CertifiedUnserious.

Easily find their website via a link on [www.skiernews.com/GreatResorts.htm](http://www.skiernews.com/GreatResorts.htm)

View, read and share more about Sierra-at-Tahoe on their ad page in SKIER NEWS Tahoe Favorites section, at: [www.skiernews.com/2018-SouthTahoe1.pdf](http://www.skiernews.com/2018-SouthTahoe1.pdf)

For more information, and to get “Unserious,” please visit [www.SierraAtTahoe.com](http://www.SierraAtTahoe.com) or call them at (530) 659-7453, seriously!

## WHAT'S NEW at DIAMOND PEAK SKI RESORT for 2017-18

*Even more season pass perks, expanded special events and new terrain park*

INCLINE VILLAGE, NV – Since opening day in 1966, Diamond Peak has strived to provide the most welcoming ski and snowboard experience in the Lake Tahoe region. This season, the resort known as Tahoe's “hidden gem” is proud to offer a new terrain park on the Lakeview run, more perks for season pass holders, increased snowmaking productivity, a new interpretive program highlighting the resort's history and natural beauty, and more.

**New Lakeview Terrain Park**

Terrain park skiers and riders looking to progress their park skills will have a new, beautiful venue to practice in as Diamond Peak relocated the small to mid-sized progression park from Popular up to the Lakeview run. The benefits for riders include an incredible Lake Tahoe backdrop – making for Instagrammable moments on every feature in the new park – plus the ability to ride laps quickly in the park when the Ridge chairlift is running. Accessible via the Crystal Express and Ridge chairlifts, the new Lakeview terrain park offers creative features and a flowing layout focused on maximizing fun, building confidence and preparing safely for Diamond Peak's larger features in the Spillway terrain park.



INCLINE VILLAGE, NV - Views of Lake Tahoe never grow old and they are plentiful from all of the trails at Diamond Peak at Incline Village. It is located on the east shore, the Nevada side of the lake. Diamond Peak celebrated its 50th anniversary last winter and is beginning the next 50 with great pass deals, increased snowmaking and more. For info on this Tahoe resort gem, please go to: [www.diamondpeak.com](http://www.diamondpeak.com) Tom Zikas photo courtesy of Diamond Peak

Diamond Peak and Olympic champion Sage Kotsenburg featured in Snowboarder Magazine's “Pepper” movie

Last spring, a crew of riders on their way to Snowboarder Magazine's Superpark 21 event swung by Diamond Peak for a special photo/video shoot that are included in the feature-length “Pepper” movie. With the sun setting over Lake Tahoe in the background, slopestyle Olympic gold medalist Sage Kotsenburg and friends Chris Grenier, Ozzy Henning, Nils Mindnich and Garrett Warnick sessioned a custom built jump on Crystal Ridge.

Footage from the two-day film shoot can be seen in Kotsenburg's “Who Is Pepper? Ep. 1” teaser on the Snowboarder Magazine website now. The feature-length “Pepper” movie is on iTunes. Stay tuned for a potential screening at Diamond Peak sometime this fall/winter.

**New Snow Surfaces staff with deep terrain park roots**

Diamond Peak Ski Resort is pleased to announce the hiring of Matt Melilli as the resort's new Slope Maintenance Manager, along with Tim Hay as the new Assistant Slope Maintenance Manager. Together, Melilli and Hay will oversee the resort's snowmaking, grooming, terrain parks and summer slope maintenance operations. Both Melilli and Hay come to Diamond Peak from Boreal Mountain Resort, and both have extensive experience in slope maintenance, grooming operations and terrain park management at many different ski resorts throughout the world.

Over the course of his career, Melilli has been deeply involved in planning and constructing boundary-pushing terrain park features for events such as the Burton U.S. Open and the Dew Tour as a contractor for Snow Park Technologies. Hay has been recognized for his innovation in terrain park design and construction, most recently with an

invitation to Snowboarder Magazine's Superpark 21 event as part of the Woodward Tahoe build team.

**Increased snowmaking productivity**

This season, Diamond Peak's Snow Surfaces team has added additional pedestals/hookups around the mountain for the resort's HKD high-efficiency tower snow guns, allowing for more strategic usage of these very productive pieces of snowmaking equipment. In addition, the team has been able to increase water pressure throughout the snowmaking system, allowing for increased productivity during snowmaking operations resort wide. These enhancements should allow Diamond Peak once again to offer Lake Tahoe's best snow surfaces throughout the 2017-18 ski season.

**On-mountain interpretive tours**

In partnership with the Incline Village General Improvement District's Waste Not conservation staff, Diamond Peak will offer a series of guided interpretive ski/snowboard tours of the mountain this winter. Program participants will meet at the Base Lodge with a guide before touring the mountain to discuss the unique plant and animal life that flourishes within the ski area's boundaries, as well as the history of the resort, of Incline Village and the Lake Tahoe region as a whole. Throughout the winter, tours will be available for all levels of skiers and snowboarders. Dates and details can be found at [DiamondPeak.com/events](http://DiamondPeak.com/events).

**New season pass holder perks**

Diamond Peak's 2017-18 season pass holders will enjoy 44 complimentary lift tickets at 11 partner resorts across the country this winter – with up to four days at each resort. Participating resorts in Tahoe include Boreal Mountain Resort and Homewood Mountain Resort. Outside the region,

partner resorts include Bogus Basin in Idaho, Red Lodge Mountain Resort and Whitefish Mountain Resort in Montana, Purgatory Resort and Hesperus Ski Area in Colorado, Arizona Snowbowl in Arizona, and Pajarito Mountain Ski Area and Sipapu Ski & Summer Resort in New Mexico.

Every Diamond Peak pass holder also receives four discounted \$44 Bring-A-Friend Tickets they can use to bring friends to Diamond Peak during non-peak days. Visit [www.DiamondPeak.com](http://www.DiamondPeak.com) for details, restrictions and the full list of perks.

Save up to 44 percent with a multi-day Flex Pass

With over 50 years of affordable, family-friendly fun under their belts, Diamond Peak knows a thing or two about how to save skiers and snowboarders money. The 2017-18 Flex Pass multi-day tickets offer savings of up to 44 percent off the regular ticket price, with prices as low as \$50 a day for adults. Available in two- to seven-day increments, the direct-to-lift Flex Pass has no blackouts, is valid all season long, and is fully transferable, so multiple people can use one pass throughout the course of a season (one person per day).

**Guided after-hours snowshoe hikes**

Join guides from the Incline Village Parks & Recreation Department for Community Snowshoe Hikes to Diamond Peak's Snowflake Lodge. The snowshoe hikes offer non-skiers the chance to enjoy the slopes of Diamond Peak in wintertime and encourage exercising in a social setting.

The 1.5-mile (3 miles round trip) hikes include guides, exclusive after-hours access to Diamond Peak and Snowflake Lodge, s'mores and hot cocoa. There will be light fare available at Snowflake Lodge.

See: [www.DiamondPeak.com/events](http://www.DiamondPeak.com/events) for dates and info.

**New Burton Learn to Ride snowboard rental fleet**

The Diamond Peak Rental Shop has upgraded its entire snowboard rental fleet for the 2017-18 season with new, progression-focused Learn to Ride snowboards, boots and bindings from Burton. As an official Burton Learn to Ride Center, Diamond Peak will offer rental gear specifically designed to get riders to the next level as quickly and easily as possible.

**About Diamond Peak Ski Resort**

Since 1966, Diamond Peak Ski Resort has been North Lake Tahoe's hidden gem. Located in Incline Village, Nev., the affordable, family-friendly resort offers 655 acres and 1,840 vertical feet of skiing and snowboarding, with incredible views of Lake Tahoe, terrain for all levels, and some of the best tree skiing in the Tahoe Basin.

For more information or to check the snow report, visit: [www.DiamondPeak.com](http://www.DiamondPeak.com) or call 775-832-1177.

View, read and share more about Diamond Peak on their ad page in SKIER NEWS Tahoe Favorites section, at: [www.skiernews.com/2018-DiamondPeak.pdf](http://www.skiernews.com/2018-DiamondPeak.pdf)