



OUR SNOW IS
 100% ORGANIC,
 LOCALLY-SOURCED
 AND GMO-FREE



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, including 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.

As no stranger to emerging food trends, Sierra has revamped its menus at the base area and on-mountain dining locations in 2016-17. 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 \$70 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

Please view, read and share this page online, and link to Sierra-at-Tahoe from it, at www.skiernews.net/Tahoe2017-South1.pdf

For more information, and to get "Unserious," please visit www.SierraAtTahoe.com or call them at (530) 659-7453, seriously!

DO SUMMER in TAHOE JULY 11-16, 2017, at NBC's AMERICAN CENTURY CHAMPIONSHIP

SOUTH LAKE TAHOE, CA/NV - Summer's premier event, the American Century Championship in South Lake Tahoe, takes place in July at the beautiful Edgewood Tahoe Golf Course in Stateline, Nev.

South Lake Tahoe is a great, fun place to visit in winter to ski, snowmobile, party or just enjoy the scenery of the snow-capped peaks around beautiful Lake Tahoe. Summers, however, are spectacular and packed with activities. The South Shore comes alive.

Plan your summer visit for the American Century Championship Celebrity Golf event, July 11-16, 2017.

There are many activities beginning on Tuesday, July 11, with Pro-Am golf events as the celebs warm-up to playing at the beautiful golf course in 6,200 feet of altitude.

This summer, Edgewood-Tahoe will be taking the wraps off a brand new hotel located between the 1st tee and the 9th hole, just across from the Clubhouse.

Olympic and World Cup skier Bode Miller has played in the tournament for many years.

In 2015 and 2016, Justin Timberlake joined fan favorites Charles Barkley, Ray Romano, Alfonso Ribeiro and Larry the Cable Guy.

You could rub elbows with great athletes like NBA MVP Steph Curry, who played last year, or Steve Young, and get autographs and take selfies with them. Many TV and movie stars also participate.

It will also be broadcast live on NBC on Saturday, July 15, and Sunday, July 16.

If you are looking for great accommodations in South Lake Tahoe, check out the Holiday Inn Express, Aston Lakeland Village or Ridge-Tahoe.

The Holiday Inn Express has undergone a \$2.5 million renovation with everything from the parking lot to every room, to indoor and outdoor spas, lobby, breakfast area and sauna. Everything was completely remodeled and upgraded. Please see their ad on the right and the other hotel ads on page 5.

For great photo essays from past American Century events, please log on to www.skiernews.com/TahoeGolf.htm

THE MOUNTAIN RESPONSIBILITY CODE

Ski resorts can be enjoyed in many ways. At the areas you may see people using alpine, snowboard, telemark, cross country and other specialized ski equipment, such as that used by disabled or other skiers.

Regardless of how you decide to enjoy the slopes, always show courtesy to others and be aware that there are elements of risk in skiing that common sense and personal awareness can help reduce.

Observe the code listed below and share with other skiers the responsibility for a great skiing experience.

1. Always stay in control.
2. People ahead of you have the right of way.
3. Stop in a safe place for you and others.
4. Whenever starting downhill or merging, look uphill and yield.
5. Use devices to help prevent runaway equipment.
6. Observe signs and warnings, and keep off closed trails.
7. Know how to use the lifts safely.

KNOW THE CODE. IT'S YOUR RESPONSIBILITY.
 (This is a partial list.)

ALL NEW for 2016-17
 • EVERY
 GUEST ROOM IS NEW!
 • NEW POOL
 • NEW SAUNA
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ALL NEW for 2016-17
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 • NEW BUSINESS CENTER
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 \$2.5 MILLION NEW!

\$2.5 MILLION in RENOVATIONS for 2016-17



In South Lake Tahoe on Highway 50 at Pioneer Trail
 Near Skiing, Casinos, Nightlife & Shopping

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- Minutes from Casinos
- Complimentary "Express Start" Hot Buffet Breakfast
- Heavenly – 10 minutes
- Indoor Spa & Sauna
- Sierra-at-Tahoe – 30 minutes
- Smoke Free Facility
- Kirkwood – 45 minutes
- Free Wi-Fi Internet Access
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