

Leadership group providing free holiday lights to businesses

This holiday season will bring the first "Light Up Lake Tahoe" to the South Shore, when businesses around town will be aglow with exterior holiday lighting.

Lights will be provided at no charge to interested businesses.

Lights are to be installed in time for the Dec. 4 kick-off, and kept on through the holiday/winter season. The lights will be removed by volunteers and stored for next year's "Light Up Lake Tahoe."

More than a dozen local businesses have agreed to participate, and the project has received initial funding from local organizations. While participation is free, businesses are being encouraged to make donations of any amount. All donations are tax-deductible, and sponsors will be recognized on banners and promotional materials. Proceeds benefit Tahoe Turning Point, a private, nonprofit agency that provides group care and residential treatment for young men ages 12 to 18.

Lighting and fund-raising efforts are planned to continue past the Dec. 4 kick-off and throughout the holiday/winter season.

"Light Up Lake Tahoe" is an effort of Leadership Lake Tahoe participants Jaime Aust, Anthony Davis, Lisa Ramsey-Simpson, Georgette Riley and Dustin Wunderlich.

For more information, contact Jaime Aust at Jaime_aust@hotmail.com or (530) 543.5614.

For information on sponsorship opportunities, contact Dustin Wunderlich at dustin.wunderlich@gmail.com.

For information on Tahoe Turning Point, visit
www.tahoeturningpoint.org.