

# Snowbomb card makes Tahoe affordable

**Jeffrey Weidel, Roseville Press-Tribune**

The original idea emerged from a simple, very basic need: How could a college student on a modest budget afford ski lift tickets?

The goal of obtaining discounts was accomplished for this University of Colorado student and that pursuit eventually led to the rudiments of a business plan that took shape in Lake Tahoe a dozen years ago.

When Jim McAlpine established Snowbomb in 1997 he describes it as "one man and his relentless pursuit of a better (and cheaper) way to get on the hill." His first client was Sugar Bowl and payment was a mere six free lift tickets, which at the time seemed pretty "cool" to McAlpine.

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