

Ski Run district launches Logo contest

Ski Run Boulevard is looking for a visual identity.

“On the Run” is the catch phrase. Now those associated with turning the South Lake Tahoe street that runs from the lake to the mountains into a destination are seeking a logo.

Whomever designs the winning logo will win what’s being called the “Ultimate Day on the Run” – the value is more than \$1,000.

Entry deadline is May 14. A decision will be made within a week.

Send entries and inquiries to: Brian Des Rochers, Ski Run Business Improvement District, P.O. Box 16745, South Lake Tahoe, CA 96151 or to bd_etc@hotmail.com.