

Sierra, Northstar give big bucks back to community

Sierra and Northstar-at-Tahoe resorts continued their longstanding commitment to their communities and constituents during the 2009-10 season with charitable contributions in excess of \$225,000 to community and environmental programs.

“Part of our role as members of the Tahoe business community and as global citizens is finding ways to give back throughout the season. We look for ways to make meaningful contributions to the organizations that surround and support our guests and employees during the entire year,” John Rice, general manager of Sierra-at-Tahoe, said in a statement.



Buckle Up Big
Air at Sierra
2010

Throughout the winter season, Northstar and Sierra responded to requests for donations from regional schools and nonprofit groups with more than \$78,000 in lift tickets and other products. Each resort then also supports local organizations with targeted donations.

The following is a summary of the philanthropic efforts for Sierra:

Barton Memorial Hospital Foundation – Sierra Resort donated \$70,000 in lift tickets to Barton Memorial Hospital Foundation

during the annual Snowsports Week in February. Barton Foundation then sold the tickets through retail shops in town for a discounted price of \$35, raising approximately \$30,000 for local organizations benefiting children and wildlife.

Local Sports – On Community Day, April 19, Sierra raised \$5,100 from the day's lift ticket sales. The money was donated to sponsor local sports teams including South Tahoe High School's baseball, softball, basketball and football teams, as well as the High Sierra Soccer League, to name a few.

Buckle Up Big Air – To honor the memory of Greg Smith, one of Sierra Resort's freestyle team members and friend to many local skiers and riders, and bring awareness to seatbelt safety, Sierra Resort hosted the 4th Annual memorial slopestyle event, Buckle Up Big Air, raising \$2,500. Part of the funds raised went to the Greg Smith scholarship fund for the Sierra Foundation, a non-profit organization that assists families whose children want to be a part of Sierra Resort's competitive teams. The remaining funds will go to create a memorial terrain feature in Sierra Resort's terrain parks, where Smith spent many days with his friends.

Local Students – More than 332 complimentary season passes were made available to local students with a "Straight A" report card, a donation valued at more than \$33,000.

Ryan Shreve Memorial Fire Fighters Race – In memory of Ryan Shreve, a South Tahoe local and firefighter, Sierra Resort hosts an annual race for South Tahoe firefighters. Proceeds from the annual race are used to produce flyers that educate people about Second Impact Syndrome. The flyers have been placed on all ALS equipment in El Dorado County and the Sierra Resort first aid clinic.

The following is a summary of the philanthropic efforts of Northstar:

Excellence in Education – Northstar hosted "Ski for Education

Day” on Jan. 3 to benefit Excellence in Education, a local education-based foundation that provides grants, resources and partnerships to benefit local schools. The resort donated approximately \$25,000 to the nonprofit organization.

Truckee Community Christmas – In an annual tradition, Northstar initiated a contest between employees on the mountain vs. those in the Village at Northstar aimed at which area of the resort could collect the largest contribution on behalf of Truckee Community Christmas. This season, Northstar Resort employees donated canned food that filled a 10-foot x 20-foot truck and more than \$1,800 in cash to Truckee Community Christmas, a local project that has helped hundreds of families and seniors at Christmas time with food, toys, gifts, warm coats and food gift cards.

Tahoe Women’s Services Ski Day – Nearly 900 skiers and snowboarders came out to support Tahoe Women’s Services at Northstar. Full-day adult lift tickets were sold at a discounted price of \$25, resulting in nearly \$22,000 raised for the organization. Tickets were valid April 1 through the end of the winter season on April 18. Tahoe Women’s Services provides delivery of emergency food and shelter, counseling, legal assistance and advocacy to women and families in need.

Truckee Humane Society – Northstar Resort raised \$330 to benefit the Truckee Humane Society through the sale of pet “season pass” photos. The resort also hosted a \$25 ski day on Feb. 7 that raised an additional \$6,500 for the Humane Society. The Humane Society of Truckee-Tahoe is dedicated to saving and improving the lives of pets through adoption, community spay/neuter services and humane education programs.

Skate for Local Students – Northstar raised \$500 to benefit programming at Donner Trails Elementary School located on Donner Summit at an ice skating fundraiser at the resort on Dec. 14.

Sierra Avalanche Center – Northstar Resort donated the proceeds of 300 ticket sales priced at \$40 each to the Sierra Avalanche Center, a not-for-profit organization run by volunteers who are dedicated to promoting safe backcountry travel. The donation of \$12,000 helped to provide funding for the daily avalanche forecast for the Central Sierra Nevada Mountains between Yuba Pass on the north and Sonora Pass on the south.

Auburn Ski Club – Northstar Resort donated 100 lift tickets to the Auburn Ski Club for the Biathlon Race they held at the Northstar Resort Biathlon Range on March 21.

Girls on the Run – In thanks to the LUNA Chix organization for their assistance with winter clinics, Northstar donated \$100 to the local Girls on the Run chapter that encourages preteen girls to develop self-respect and healthy lifestyles through running.

For donation criteria or to submit a donation request from either resort, visit www.sierraattahoe.com/donations or www.northstarattahoe.com/donations.