

Holiday light contest on South Shore

“Light Up Lake Tahoe” is looking forward to another holiday season of twinkling lights. This year, not only will holiday lights be on Highway 50, but program organizers are reaching out to any local business clusters, plazas, and neighborhoods to join in on the fun.

“Light Up Lake Tahoe” will be structured differently from last year. Any business or neighborhood may participate by decorating the exterior of the building with white LED lights. Special pricing is available at Meeks’ South Lake Tahoe location for the same reels of energy efficient white LED lights that were provided last year. The first 30 businesses to purchase a reel from Meeks and register online at www.lightuplaketahoe.com will receive a second reel to keep for free. Supplies are limited, and you must ask for the “Light Up Lake Tahoe” lights.



Inn by the Lake won the light contest in 2009.
Photo/Provided

This year, businesses will be able to keep their lights, and are responsible for installing them. “Light Up Lake Tahoe” has partnered with Trinity Landscape and Snow Removal Services to

install holiday lights for you if you prefer. They are offering a 15 percent discount for anyone who mentions "Light Up Lake Tahoe."

They offer a few programs: they will install your lights for an hourly rate or you can lease lights from them that they install for you and take down and keep for another season.

If you register as a "Light Up Lake Tahoe" participant, your business will be included in the 2nd annual "Best Lights on the Lake" competition. The community (via online voting) will select the winner. You don't need to purchase "Light Up Lake Tahoe" lights to participate; simply register your business or location, create your lighting display, and you will be included in the competition.

All participants will be mentioned in local media and any promotions about the program. Visit the website to find out more information and to see photos from last year. If you have questions, email lightuplaketahoe@gmail.com.