

# Tahoe Magic to benefit from Vail Resorts charity program

For the 13th consecutive year, the 160-plus retail and rental shops of Specialty Sports Venture (SSV) located throughout Lake Tahoe, the Bay Area, and Colorado will rally customers making purchases in their stores to share the holiday spirit by contributing to a vital cause in the local communities where the shops operate.

Through Vail Resorts Echo, the company's corporate stewardship program, each region identifies its cause or charity and then with the support of all employees, educate shoppers about the organization they are supporting and encourage shoppers to contribute whatever they can. Cashiers simply ask shoppers when finalizing their purchase if they would like to contribute.

Last year, through guest donations and a company match, SSV stores raised \$190,000, benefiting 15 organizations.

SSV was purchased by Vail Resorts Inc. last spring and the commitment to Adopt-A-Cause remains intact. This year, Vail Resorts Echo which encompasses three core efforts – environmental stewardship, charitable giving and community engagement, will continue the same matching program, donating 50 cents for every dollar up to \$100.

Community regions and the causes they are supporting this year are below:

Heavenly/Lake Tahoe – Tahoe Magic

Any Mountain Sports (Bay Area) – Big City Mountaineers

Aspen – Aspen Challenge

Bicycle Village (Denver) – Bikes for Tykes

Boulder Ski Deals – Toys for Tunes

Breeze Rentals (all Colorado) – Adaptive Adventures

Breckenridge/Keystone/Silverthorne – Summit County Rescue Group

Colorado Ski & Golf (Denver/Colorado Springs) – Children's Hospital

Copper Mountain – Adaptive Adventures

Crested Butte – Hospice of Gunnison

Glenwood Springs Mountain Sports Outlet – Garfield Search and Rescue

Taylor Creek (Aspen) – Roaring Fork Conservancy

Telluride – Angel Baskets

Vail/Beaver Creek – Vail Mountain Rescue

Winter Park – Adaptive Adventures

For more information about Adopt-A-Cause and this year's selected recipients, contact Nicky DeFord of Echo Vail at [ndeford@vailresorts.com](mailto:ndeford@vailresorts.com) or (720) 524.5020.