

Tracking backcountry data in Tahoe region

By Reno Gazette-Journal

TAHOE CITY – Alpenglow Sports, a 30-year North Lake Tahoe backcountry ski and outdoor retailer, has partnered with industry-leading outdoor manufacturers Black Diamond, Dynafit North America, Patagonia and Marmot to create an unprecedented challenge for the region’s backcountry skiing community.

“Tahoe’s consistently deep snowpack, long spring season and copious bluebird powder days have spawned a tremendously motivated backcountry user group that cumulatively put in an astounding amount of human-powered vertical each winter,” Alpenglow Sports General Manager Brendan Madigan said.

This free, “earn-your-turns” event starts with a simple online form at www.TahoeVertical.com, where participants can enter their daily vertical feet collected on skis, snowboard and snowshoe or simply hiking. The challenge will collect data from all participants through May 1.

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