

Sierra-at-Tahoe reinvests profits into community

Sierra-at-Tahoe gave back nearly \$300,000 to the community during the last ski season.

Some of the entities benefiting from the ski resort include:

Barton Memorial Hospital Foundation

Sierra Resort donated \$142,000 in lift tickets to Barton Memorial Hospital Foundation during the annual Snowsports Week in February. Barton Foundation then sold the tickets through local retail shops for a discounted price of \$35, raising \$70,000 for local organizations benefiting children and wildlife.

Buckle Up Big Air

To honor the memory of Greg Smith, one of Sierra's freestyle team members, Sierra hosted a memorial slopestyle event, Buckle Up Big Air, raising \$1,757. Part of the funds raised went to the Greg Smith scholarship fund for the Sierra Foundation. The remaining funds will go to create a memorial terrain feature at Sierra.

World Vision

In efforts to help relief efforts in Japan, Sierra-at-Tahoe Resort partnered with World Vision and raised \$650.

Local students

More than 450 complimentary season passes were made available to local students with a straight A report card. Ninety percent of these students picked up their passes, a donation valued at more than \$71,166.

Ryan Shreve Memorial Firefighters Race

In memory of Ryan Shreve, a South Tahoe local and firefighter, Sierra hosts an annual race. Proceeds from the annual race are used to produce flyers that educate people about second impact syndrome.

Mikuni Sushi

Sierra and Mikuni Sushi actively worked together in order to help the people of Japan immediately after the disaster. Donating more than \$1,500 in tickets, Sierra partnered with the Mikuni Restaurant Group that raised over \$50,000 in order to meet the needs of those affected by this tragedy.

Local sports

On the first day of the season and Customer Appreciation Day, Sierra raised \$8,310 from lift ticket sales to donate toward youth recreation and education in South Lake Tahoe.