

Beneficiary of 2012 Truckee wine event being sought

The Downtown Truckee Wine, Walk & Shop is seeking beneficiary request applications from area nonprofit organizations, with the hope of creating a partnership that will benefit the selected organization.

The Downtown Truckee Wine, Walk & Shop has established itself as one of Truckee's preeminent events. Set for Oct. 6 from noon to 4pm, this annual favorite, brings more than 1,000 locals and visitors to historic downtown Truckee to sip wine, taste scrumptious food samples and enjoy shopping.

The event, which has steadily grown since 2004, not only benefits the community through marketing efforts and a boost in tourism during the shoulder season, but also benefits a different local nonprofit each year. In years past, \$3,000-\$5,000 has been donated to the chosen nonprofit partner. Past beneficiaries have included Girls on the Run Sierra, Sierra Senior Services, Tahoe Women's Services, Truckee and Glenshire Elementary Schools' Special Friends Program, Truckee High School music program, Truckee-Tahoe Humane Society, Lake Tahoe Music Festival and InnerRhythms Dance Theater.

Organizations may pick up an application at the Switchback Public Relations + Marketing Inc. office (10075 West River St., Ste. 206) or call (530.550.2252) to request a copy to be sent via email, mail or fax. Applications are due Jan. 13 by 5pm.