

# Truckee's Finch to spend time promoting China Peak resort

By Marek Warszawski, Fresno Bee

Andy Finch, the world-traveled snowboarder and recent reality TV contestant, will be spending more time at his old stomping grounds. Finch, who grew up riding at China Peak, will be a larger presence at the Huntington Lake resort this winter through personal appearances, ad campaigns and videos.

The Fresno native also plans to host snowboarding events and offer suggestions for the new terrain park.

China Peak began daily operations this month with four chairlifts in operation, even though most of the white stuff so far this season is man-made.

"It's really cool to be a part of the local mountain that I grew up riding on," Finch said. "China Peak is so familiar to me. I know where every little hit is."

Finch said he wants to pass along some of his experience by helping younger snowboarders reach their potential as well as promoting the sport's "fun side."

China Peak owner/operator Tim Cohee praised Finch for choosing to help promote snowboarding in Central California when he could lend his name to any number of resorts.

**Read the whole story**