

Sierra wins award for video produced by South Tahoe company

Sierra-at-Tahoe was recognized by Ski Area Management in the Best Video category in the 2011-12 Marketing Awards. Produced by First Track Productions, Sierra received the “Most Heart-Warming Video” award featuring the Burton Star Wars Experience.

In its inaugural year, the Burton Star Wars Experience is a snowboard experience that introduces 3- to 6-year-old kids how to snowboard in an interactive environment.

First Track Productions of South Lake Tahoe captured this and put together a three-minute video that showcased the experience.