

South Lake Tahoe wants businesses to show holiday spirit

South Lake Tahoe wants every business on Highway 50 to be part of Light up South Lake Tahoe.

The city wants to partner with businesses located along Highway 50 from Stateline to the Y and provide a “buy one, get one free” on holiday lights.

“We are purchasing 50 foot white light strings in bulk and asking local business owners to contribute \$12 to decorate their store fronts with these white lights,” the city said in a press release.

On Nov. 24, the South Lake Tahoe Fire Department will have its fire truck decorated with white holiday lights and will begin its procession at 6pm. As the fire truck passes each business that business will turn its lights on. The festivities will conclude at the Y with the annual tree lighting, along with hot cocoa and cookies.

To become part of this holiday event, contact Tina Shannon at (530) 542.6016 or tshannon@cityofslt.us.