

Backcountry skiing can raise money for Sierra Avalanche Center

The 2012-13 Tahoe Backcountry Vertical Challenge continues its third year as Lake Tahoe's communitywide fundraising initiative to benefit the Sierra Avalanche Center, a vital yet underfunded resource for the Tahoe backcountry community.



Participants may register for free online to log human-powered, backcountry vertical travel. When the cumulative goal of 15 million vertical feet of human-powered uphill travel is reached, Alpenglow Sports will make a \$3,000 donation to the Sierra Avalanche Center.

This is the opportunity for local backcountry enthusiasts to give back to the Sierra Avalanche Center at zero cost. Every single foot of uphill travel matters. No number is too small. The event is designed to motivate, inspire, and bond the Tahoe backcountry community around a key resource for all methods of backcountry travel and recreation.

The event will run from Nov. 15, 2012, through April 30, 2013, and data will be recorded online.

As extra incentive, podium prizes will be awarded for the top three men and women. Throughout the challenge any skier or rider who registers data is also eligible for a free bi-monthly raffle. Title sponsors include Dynafit and Black Diamond, with additional help from Scarpa, G3, Marmot, Suunto, Clif Bar and Smith Optics.

If you would like more information about this event, call (530) 583.6917 or email brendan@alpenglowsports.com

