

Tahoe specialty license plates come with 2 lift tickets

Tahoe Fund is launching its Plates for Powder promotion to drive sales of Lake Tahoe license plates.

From now until April 15, anyone who purchases a new Lake Tahoe license plate in California or Nevada is eligible to receive two free ski tickets to one of 11 Tahoe area resorts participating in the program.

More than 96 percent of the funds raised through the plate sales go directly to California Tahoe Conservancy and Nevada Division of State Lands to fund hiking and biking trails and watershed restoration projects.

The Tahoe Fund is a bi-state nonprofit dedicated to raising money for environmental improvement projects that support lake clarity, recreation and stewardship in the Tahoe Basin, is organizing the program on behalf of the public agencies.

The resorts participating in the promotion include Alpine Meadows, Heavenly Mountain Resort, Homewood, Kirkwood Mountain Resort, Mt. Rose, Northstar, Royal Gorge Cross Country, Sierra-at-Tahoe, Squaw Valley, Sugar Bowl, and Tahoe Cross Country.

Information on how to purchase a plate and redeem free tickets is available online.