

Lake Tahoe license plates worth free lift tickets

The environmental nonprofit Tahoe Fund has launched the Lake Tahoe License Plate Plate Spotte' program to reward owners of Lake Tahoe license plates with free lift tickets during the 2013 ski season.

Tahoe plates spotted by official "spotters" and the general public will be entered to win free lift tickets every week until March 20. The program is designed to raise awareness of Lake Tahoe license plates, and to reward and encourage renewals and new Tahoe license plate purchases.

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

Tahoe plates "spotted" by the Plate Spotting Team will be photographed and eligible for the weekly drawing of two lift tickets at a participating Lake Tahoe area resort.

The public is invited to spot plates and upload their own photos to the Tahoe Fund Facebook page as well.