

# North Shore-Truckee promoting local shopping

Holiday shoppers who infiltrate North Tahoe and Truckee businesses between Black Friday and Christmas Eve will be entered to win a seven-night vacation accommodation package or cash.

Shoppers can enter the Show Your Love – Shop Local promotion by picking up a contest card at participating retailers in Tahoe City, West Shore, Kings Beach, Northstar, Squaw Valley, Incline Village and Truckee and then getting the card stamped by those retailers after completing a purchase of at least \$25. Shoppers with 12 stamps will be entered into a drawing for the seven-night accommodation package in Greece, Costa Rica, Sedona or Cancun. Shoppers with four stamps will be entered into a drawing for a \$300 cash prize.

The contest was designed to support local businesses, reduce the carbon footprint of locals traveling outside of their community to shop, and protect the region's local character. The contest begins Nov. 28 and runs through Dec. 24. Contestants have until Jan. 5 to submit their cards for entry into the drawing. The winners will be chosen Jan. 15.

For a full list of participating retailers, full contest rules and contest submission guidelines, go online.