

Efforts under way to ensure Tahoe beaches stay clean

Lake Tahoe Visitors Authority and local agencies are partnering to coordinate the Adopt-a-Beach Program clean-up dates following the Fourth of July and Labor Day firework displays.

The clean-up program is in place to ensure any debris that may be left behind is picked up.

A key element for the LTVA and partner agencies is preserving lake clarity after an estimated 100,000 people gather along the South Shore to watch the pyrotechnic display.

Information online provides people details on how to recognize and report potential fireworks debris and generate immediate response if found. The LTVA has established a hotline (775.410.0417) and an email address (teamfireworks@ltva.org) to communicate information on debris.

In addition, LTVA is coordinating with South Tahoe Refuse to implement a program where bags will be provided to spectators upon entry to the beach in order to help contain trash.

For those interested in helping with the Team Fireworks Beach Cleanup program July 5-9, email info@LTVA.org.