

Uber launching service in Lake Tahoe

By Jason Hildago, Reno Gazette-Journal

Fresh powder apparently isn't the only thing hitting Lake Tahoe in December.

Ridesharing service Uber is planning a simultaneous launch on both sides of Tahoe before the end of the year, filling a key market in its Nevada and California territories.

Uber was not able to provide a specific date for the launch but it could happen as early as late this week, spokeswoman Laura Zapata told the *Reno Gazette-Journal*.

"We're building supply and gearing up for it," Zapata said by phone. "People have been asking about Tahoe, especially here in the Bay Area right now because they're hearing that ski season is going to be awesome."

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