

Tahoe athletes take a stand on non-sport issues



Jeremy Jones of Truckee takes his cause to the White House. Photo/Protect Our Winters

By Dave Zook, Moonshine Ink

Tahoe's pro athletes. They hone their craft to a level attainable only by an incredibly few, and their abilities are merely one factor that got them there. How many skiers, for example, do we all know that have mind-bending prowess on snow, but are not in the professional ranks? Athletes are required to also be professionals in self-promotion, social media, networking, and more, and in the course they have become some of the most well-known and celebrated names in Tahoe.

Some athletes take their celebrity to the next level and become involved in the social, political, or environmental realm, adding up to a serious juggling act. These politically-oriented actions bring a new dynamic, and can usher in both criticism and praise. Locally, this discussion has become more relevant than ever in the shadow of the proposed Village at Squaw Valley Specific Plan, and begs the question: Where does

the role of professional athletes lie in areas outside of their sports?

Truckee resident Jeremy Jones, arguably the most well-known big mountain snowboarder of all time, has lived this question firsthand. He moved into the political arena in 2007 by starting Protect Our Winters, a nonprofit with its core mission to fight climate change.

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