

Letter: Squaw helps raise \$130,000+ for nonprofits

To the community,

Squaw Valley Alpine Meadows and the Squaw Village Neighborhood Company are proud to have raised over \$130,000 with proceeds from the popular summer and fall events held in the Village at Squaw Valley. With the help of over 500 volunteers and the support of over 50,000 attendees, Squaw Valley Alpine Meadows and the Squaw Village Neighborhood Company were able to support many local and regional charitable organizations that promote education, arts, recreation, and community services.

Squaw Valley Alpine Meadows is proud to continue its mission to serve as a steward of the legendary Lake Tahoe area. We are dedicated to supporting local and regional organizations that aim to achieve great things in our area. We admire the work that these organizations are doing and are dedicated to helping them support our community.

“We work closely with the amazing team at Squaw Valley to plan, organize, and execute two of Tahoe’s greatest summer events—Peaks and Paws and Brews Jazz and Funk Fest—to benefit the Humane Society of Truckee-Tahoe,” said Stephanie Nistler, executive director of the Humane Society of Truckee-Tahoe. “In addition to months of planning, the events require tremendous support from our volunteers. These fundraisers are so important to our organization, both to share our message with thousands of locals and visitors and to raise much needed funds for local homeless pets.”

The following are the details of funds raised for each non-profit event hosted by Squaw Valley Alpine Meadows and the Squaw Village Neighborhood Company:

- Brews Jazz & Funk, featuring breweries and musical performances, and the Peaks & Paws event to celebrate canine friends raised a total of \$24,500 for the Humane Society of Truckee-Tahoe, a nonprofit dedicated to saving and improving the lives of animals.
- The Made in Tahoe event, which features all things made locally and inspired by the Lake Tahoe Basin and Truckee areas, raised \$11,000 for the Tahoe Food Hub, a nonprofit organization working to restore local food distribution by building a regional food system for North Lake Tahoe.
- The Art, Wine and Music Festival, featuring wine tasting from California wineries, local music, art booths, and exhibits raised \$13,000 for Achieve Tahoe, whose mission is to provide affordable and inclusive physical and recreational activities that build health and confidence.
- Guitar Strings vs. Chicken Wings, featuring a chicken wing cooking competition and live music, raised \$3,000 in proceeds for the Tahoe Institute for Natural Science, a non-profit dedicated to advancing the natural history, conservation, and ecosystem knowledge of the Tahoe region through science, education and outreach.
- The annual Foam Fest, an afternoon of beer tasting and live music raised \$22,000 for Achieve Tahoe, a non-profit that brings people with disabilities to the slopes.
- The annual Alpen Wine Fest, featuring wine tasting, live music, and a huge silent auction and raffle raised \$25,000 for Can Do MS, a foundation providing wellness and education for people with Multiple Sclerosis.
- The ever-popular Oktoberfest that transforms the village into a mini-Bavaria, complete with Bratwursts, authentic German beer, music, and entertainment raised \$30,000 for the High Sierra Lacrosse Foundation, a nonprofit organization that supports student athletes developing in the sport of lacrosse.

- In addition, Squaw Valley Alpine Meadows and the Squaw Village Neighborhood Company helped raise an additional \$5,000 for various other local and regional organizations including: the Shane McConkey Foundation, Tahoe-Truckee School of Music, Truckee Dance Factory and Arts for the Schools.

Andy Wirth, president and COO of Squaw Valley Alpine Meadows