

START AT THE TOP
LAKE TAHOE



ATOC RIDERS ARE COMING!

Amgen Tour of California

AMGEN
Tour of California

South Shore

May 15, 2011



Question is...

Are you ready to make the most of the event?

The City of South Lake Tahoe is ready to help you *Welcome the Riders*, guests, friends, families and locals.

The City is offering to the first 15 service clubs, schools or non-profit organizations the opportunity to participate in a citywide *Amgen Tour of California (ATOC) Route Festival* from Stateline to Emerald Bay Road. The City will set up 15 White Tents along the route; each spot then becomes an opportunity for one club/organization to generate enthusiasm and excitement with their own music, food and fun and opportunity to raise funds for your organization. The City will handle the set up and take down of the tents the day of the event. The club/organization need only to reserve your spot along the route, gather your goodies to sell and promote your spot. The City, Lake Tahoe Visitors Authority and Tahoe Chamber.org will help with marketing and promotions of each location as part of the festivities of the day.

CALL TODAY For more information, to reserve your spot and let's make some noise to Welcome the Riders and let them know we're glad they chose to Start at the Top in South Lake Tahoe!

To Reserve Your Spot, Call the City's Parks and Recreation Director , Stan Sherer 530-542-6197

