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**North Lake Tahoe Adds Four New Stops to the Award-Winning Ale Trail**

*Interactive online map and video campaign encourages visitors to
pair a North Tahoe trail with a watering hole*

**NORTH LAKE TAHOE, Calif./Nev. (Summer 2017)** — Whether you pedal, paddle or hike, the watering hole at the end of a long day exploring North Tahoe is the incentive that pushes many recreationists through that last mile.

North Lake Tahoe has stepped up to help adventure-seekers searching for the perfect pairing of singletrack and suds or paddling and pints with the innovative [North Lake Tahoe Ale Trail Campaign](http://www.gotahoenorth.com/things/north-lake-tahoe-ale-trail/). Boasting an interactive online map and video series, visitors and locals are inspired to experience new trails and tours, followed by a drink at one of the north shore’s favorite summer après destinations.

The campaign highlights North Tahoe’s burgeoning craft beer scene along with its world-class hiking, mountain biking, road cycling and kayaking options. Sections of the Tahoe Rim Trail are featured, along with the Northstar Bike Park and the new *Kayak and Brew Tour* by Tahoe Adventure Company.

The project was funded by a grant from TravelNevada, the Nevada state tourism authority, and supported by the North Lake Tahoe Marketing Cooperative and The Abbi Agency.

View the entire campaign here:

<http://www.gotahoenorth.com/things/north-lake-tahoe-ale-trail/>

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**About North Lake Tahoe**

Lake Tahoe is a crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking trails, half a dozen communities, and a growing number of nationally recognized human-powered events, races and festivals. North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For the latest deals, check out the [Cool Deals](http://bit.ly/KWKVvD) tab on [www.gotahoenorth.com](http://www.gotahoenorth.com/)

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