

***FOR IMMEDIATE RELEASE***

Press Contacts:

**Connie Anderson, Account Executive**
The Abbi Agency for North Lake Tahoe
(775) 323-2977
connie@theabbiagency.com

**North Lake Tahoe and TravelNevada Launch ‘Tahoe Ale Trail’ Campaign**

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

**NORTH LAKE TAHOE, Calif./Nev. (September 2015)** — 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 Tahoe has stepped up to help those adventure-seekers searching for the perfect pairing of singletrack and suds or paddling and pints with the unique [North Lake Tahoe Ale Trail Campaign](http://www.gotahoenorth.com/things/north-lake-tahoe-ale-trail/). With an interactive online map, a video series and a social media campaign, the tourism destination seeks to inspire and educate visitors and locals to experience new trails and follow it up with a drink at a new bar. Beyond the digital elements, the campaign encourages visitors to visit a participating stop or a North Lake Tahoe Visitor Center to receive a free Tahoe Ale Trail sticker after they share a photo online with the hashtag #TahoeAleTrail.

The campaign highlights North Tahoe’s burgeoning craft beer scene along with its world-class hiking, mountain biking, road cycling and paddleboarding or kayaking.

The campaign highlights sections of the Tahoe Rim Trail, road bike rides like the Mt. Rose Summit climb and paddleboarding routes like Homewood to Meeks Bay.

Videos were shot on location at Mellow Fellow, Tunnel Creek Café, Alibi Ale Works and Pier 111.

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/>

**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%22%20%5Ct%20%22_blank) tab on [www.gotahoenorth.com](http://www.gotahoenorth.com/%22%20%5Ct%20%22_blank)

###