******

***FOR IMMEDIATE RELEASE***

Press Contacts:

**Connie Anderson, Account Executive**

The Abbi Agency for North Lake Tahoe

(775) 323-2977

[connie@theabbiagency.com](mailto:connie@theabbiagency.com)

**North Lake Tahoe’s Summer Season Blends Human-Powered Activity With World-Class Entertainment**

**North Lake Tahoe, Calif./Nev. (Summer 2016)** – If you ask a local how they ended up in Lake Tahoe, more often than not, they will respond with: “I came here for the winter but stayed because of the summer.”

It’s true – winter months in the Sierras draw athletes and visitors from around the world; [North Lake Tahoe](http://www.gotahoenorth.com) is home to the most concentrated region of ski resorts in North America, including Squaw Valley, host site of the 1960 Winter Olympic games and Royal Gorge, the largest cross-country resort in America. Backcountry opportunities are endless and newer sports like snow skating and kiting provide dynamic experiences for thrill seekers of all levels. Yet even with these accolades and opportunities, when summer descends there is a certain shift in the mountain air. Ski runs turn into biking and hiking trails, rivers fill up with fly fisherman and [kayakers](https://www.youtube.com/watch?v=wgRBZTRw8E0), wildflowers are in bloom and wide stretches of sandy beaches open to the warm summer sun.

A new adventurer arises, one who is equally excited about participating in [human-powered activities](http://bit.ly/1orBnJT), as they are to stay lakeside and submerge into the crystal clear waters of Lake Tahoe. Voted by readers of *USA Today* and *Outside Magazine* as America’s Best Lake, this alpine oasis has something for everyone and once you’re here, it’s hard to imagine being any place else. From the simple act of lacing up hiking boots and hitting the trail, to the pure pleasure of slicing across Lake Tahoe on a [paddleboard](https://www.youtube.com/watch?v=FjVMZ1flLCw), the North Shore has an endless array of outdoor options to explore.

[Fun Facts](http://bit.ly/1uUaVtj):

* There are over 126 miles of marked [mountain biking](https://www.youtube.com/watch?v=V6t_0cl7-Zg) trails around North Lake Tahoe offering fast, fluid singletrack and rocky descents. Tahoe’s most technical trails are at an elevation upwards of 8,740 feet.
* [Aerial fabrics](https://www.youtube.com/watch?v=cU83qiW5l98) combine acrobatics, the artistry of dance, and the exhilaration of height to emphasize core conditioning, grace and creativity. Widely popular across the North Shore, this full body workout tests strength and balance.
* [SUP yoga](https://www.facebook.com/LakeTahoeNorth/photos/pb.59247052282.-2207520000.1431131903./10152280748092283/?type=3&theater) classes are offered throughout Lake Tahoe. Instead of rolling out the yoga mat in an enclosed studio, yogis are taking their practice to the waters, finding that balancing on paddleboards makes yoga more challenging and more rewarding. Beginning SUP yogis even find it easy to turn it into a dual sport activity, where a difficult yoga pose one minute effortlessly transitions into an unplanned swim in the waters of North Lake Tahoe the next.
* There are 8 disc golf courses in North Lake Tahoe.
* The highest peak in North Lake Tahoe is Mount Rose with an elevation of 10,776 feet.
* 1,713 people have completed the 165-mile Tahoe Rim Trail.
* There are 50 golf courses within one hour’s drive of North Lake Tahoe. Whether you are looking for mountainous, pine-studded fairways or open, desert-fringed doglegs; whether you want to tee off in front one of the world’s most majestic alpine lakes, or explore the up-and-coming courses north of Truckee, you can do it all from North Lake Tahoe.

The North Shore also boasts an incredibly diverse event calendar, ranging from art and music festivals to wellness weekends and adrenaline-inducing triathlons to culinary affairs and stargazing tours. Whether you’re seeking live music (check out [www.tahohighnotes.com](http://www.tahohighnotes.com) for a weekly lineup) or a full event calendar to plan your trip (visit [www.gotahoenorth.com/events](http://www.gotahoenorth.com/events)), there are a multitude of ways to interact with North Lake Tahoe’s vast terrain and engage with exciting entertainment.

Summer officially kicks off in May during Opening Day at the Lake celebrations Memorial Day weekend. Businesses across the north shore host specials, live music and parties. The Village at Squaw Valley hosts the 4th Annual Made in Tahoe Festival Memorial day weekend featuring dozens of local vendors displaying an array of crafts. Don’t miss the locally brewed beers served mountainside.

Events in June do not cool down at all. Tough Mudder will return in 2016 to Northstar California challenging mudders to a new course testing the limits of all participants. The weeklong Alpenglow Mountain Festival summer edition brings leading outdoor experts to the region for a series of free events, film screenings, equipment demos, and activities.

Events across the region continue to kick up the heat in July. Whether you are looking for a peaceful retreat from the hustle and bustle of life at Squaw Valley’s Wanderlust Festival or if you are looking for good food and great beer at Northstar’s Beerfest & Bluegrass Festival, there are events each weekend to suit any visitor. July also marks the beginning of the Lake Tahoe Shakespeare Festival at Sand Harbor.

August’s event offerings get even more diverse as history buffs take to the shores of Tahoe for the annual Lake Tahoe Concours d’Elegance, featuring antique wooden boats. Dog-lovers head to the hills for Squaw Valley’s signature Peaks and Paws event celebrating all things dog. For adventurers, the annual Ta-Hoe Nalu festival returns to Kings Beach for it’s 10th year celebrating stand up paddleboarding.

As the summer wanes in to warm fall days and leaves turn to vibrant reds and yellows, the event line-up shines a light on the culinary scene of Lake Tahoe. The Lake Tahoe Autumn Food & Wine Festival celebrated its 30th anniversary in 2015 and will continue to expand the event in 2016 featuring celebrity chefs, hands-on cooking demonstrations, a Farm-to-Tahoe dinner, winemaker luncheons and dinners, food, craft beer and wine seminars, and mixology. Culminating the weekend is Sunday’s Culinary Competition and Grand Tasting.

For a list of all events visit [www.GoTahoeNorth.com/Events](http://www.GoTahoeNorth.com/Events) or vist [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) to book a trip.

*###*

**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 [Deals](http://Deals) tab on [www.gotahoenorth.com](http://www.gotahoenorth.com/" \t "_blank).