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to South Shore -

WELCOME TO Lake Tahoe!

Mark Twain called Tahoe "the fairest picture the whole earth affords". Today, millions of visitors from around the world discover and share the refreshing allure of the cobalt blue lake, clear skies, clean air, and activities.

Lake Tahoe's endless array of activities runs the gamut of the seasons. With a focus on the outdoors, Tahoe's 72 miles of shoreline and surrounding mountain ranges provide a diversity that takes many trips to truly discover.

On the lake, enjoy boating, swimming, sailing, kayaking and fishing. Beyond the lake itself, spectacular hiking, biking and river-rafting experiences await you — not to mention the winter ski season The north shore, known for its pure and simple mountain personality, is home to the historic and quaint resort town of Truckee.

Squaw Valley USA — site of the 1960 Olympic Winter Games — is a must-visit, with its scenic Cable Car rides and all the events and activities in the base Village. Northstar's new Village offers fun for all ages, and numerous dining, shopping, and activity options are available in the enchanting lakeside towns of Sunnyside, Homewood, Tahoe City, Carnelian Bay, Tahoe Vista, and Kings Beach. Crossing the border to Nevada, gaming and nightlife are added to the exciting mix in Crystal Bay and Incline Village, the northern

gateway to the unparalleled beauty of the unspoiled east shore's beaches. Lake Tahoe's southern shore embraces Emerald Bay, one of the most photographed locations in the world, which can be seen from scenic Highway 89, or via a spectacular ride on one of Tahoe's famed paddlewheel cruises or other watercraft. Along the lake's shore,

from Camp Richardson to Zephyr Cove, you will discover numerous spots to play, dine, and relax. Stateline is full of fun options with the new Heavenly Village, spectacular views from the top of the Heavenly Gondola, and the nightlife and excitement of the casino resorts and nightclubs.

No less than seventeen renowned golf courses abound in the Lake Tahoe and High Sierra region. From the 70-degree comfort among Ponderosa pines and granite boulders around the Lake, to the rugged and beautiful arroyo-forced carries and sagebrush roughs in the Carson Valley, the region offers a golf experience to rival the world's finest.

Whether from a hot air balloon, a perch on a mountain peak, affoat in a boat on the crystal clear lake water, or lounging on a lakefront sundeck, Lake Tahoe is all about exploration, recreation, relaxation, and inspiration.

GET OUT AND ENJOY!









CALENDAR OF EVENTS

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3	Tahoe City Wine Walk				
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5	Village at Northstar Wine Walk				
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-31	Artown Summer Arts Festival	7-12			
	Reno reonoisartown.com				
/30-7	Red, White & Tahoe Blue Celebration				
	Incline Village redwhiteandtahoeblue.com				
	Fireworks & Deck Party	11			
	Kings Beach northtahoebusiness.org				
	Bluesdays - Every Thursday	11-1			
	Village at Squaw Valley tahoesouth.com				
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	Lights On The Lake Fireworks				
	South Lake Tahoe (775) 358-1976	12			
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	4th of July Parade		:	Village at Squaw	
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	Soaring Kites and Music Festival			Sparks	
	Squaw Valley	squaw.com			
	Thunderbird Lodge Winemaker Dinner		SEPTEMBER		
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	Beerfest & Bluegrass		-	South Lake Tahoe	
	Village at Northstar	(800) GO-NORTH	2	Alpen Wine Fest	
5	Sierra Nevada Classical Guit	ar Festival		Village at Squaw	
	& Competition		7-9	Virginia City Camel Rac	
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5	ARTour - Studio Tours		7-9	Great Reno Balloon Ra	
	North Lake Tahoe	(530) 581-2787		Reno	
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kee Rodeo ver Arena Truckee derlust Festival 19-23 Street Vibrations aw Valley Reno/Tahoe 21-23 Fat Tire Festival o-Tahoe Open PGA Tour **Tahoe Sierra Century Bike Ride** August Nights - South Lake Tahoe **Genoa Candy Dance & Crafts Fair** (775) 356-1956 e Wooden Boat Week

Village at Squan **Passport to Dining** Kings Beach tahoenalu.coi thunderbirdlodge.org

Downtown Truckee Wine Walk & Shop Virginia City Outhouse Races (800) 544-1801 Tahoe City Harvest Festival (775) 832-1234 visittahoecity.org

d here. For a current update of events, please refer to the Visitor Bureau phone numbers and websi



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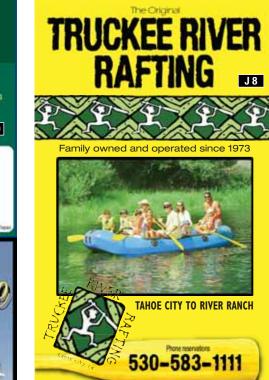
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