



# PRESS RELEASE

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FOR IMMEDIATE RELEASE**

*For more information, contact:*

**Pam Emmerich**  
North Tahoe Public Utility District  
PO Box 139/ 875 National Avenue  
Tahoe Vista, CA 96148  
Phone: 530.546.4212  
Fax: 530.546.2652  
Website: [www.ntpud.org](http://www.ntpud.org)  
E-mail: [ntpud@ntpud.org](mailto:ntpud@ntpud.org)

## Kick-off Celebration to Launch the Tahoe Bike Challenge Comes to Tahoe City on May 30

Join us for the North Shore kick off party for the 2015 Tahoe Bike Challenge. Where else can you try your hand at who is fastest at changing a flat bike tire, enjoy live music, and enter a free raffle for a chance to win a new beach cruiser bike? All are welcome to enjoy a great free community event to celebrate the joys of biking in Tahoe.

**WHERE:** Moe's Original Bar B Que | 120 Grove St, Tahoe City

**WHEN:** 1-4 pm, Saturday, May 30

**WHO:** Open to the public and hosted by the Truckee Tahoe Transit Management Association, the North Lake Tahoe Public Utility District, and the Tahoe City Public Utility District.

**WHAT:** The official kick-off celebration for the Tahoe Bike Challenge, there will be a wide variety of bicycle-themed activities for the whole family:

- Casual Group Bike Rides to the Event from Homewood & Squaw Valley
- Bike Tire Changing Contests
- Bike Decorating Contest (Bring your bike Pre-Decorated)
- Live Band
- Food and Drinks

- Opportunity to participate in planning for Tahoe's bike and pedestrian planning
- Official registration for the Tahoe Bike Challenge
- Free Raffle Tickets to Win a Beach Cruiser
- Free valet bicycle parking courtesy of the Lake Tahoe Bicycle Coalition.

For more information, contact Jaime Wright, executive director of the Truckee North Tahoe Transportation Management Association, at 530-582-4931, or Pam Emmerichs, technology and public information administrator for the North Tahoe Public Utility District, at 530-546-4212, extension 5434.

**What is the Tahoe Bike Challenge?**

Every year for two weeks, instead of driving, hundreds of Tahoe residents and visitors ride their bikes to work, school, and for fun. Participants in the Tahoe Bike Challenge, which runs from June 1 to June 14, track their miles and join the friendly competition for fun prizes and bragging rights. Visit [tahoebikechallenge.org](http://tahoebikechallenge.org) for more details and to sign up.

The North Tahoe Public Utility District provides sewer and water service to the residents of Kings Beach, Tahoe Vista, Carnelian Bay, Cedar Flat and Agate Bay. The North Tahoe Regional Park, Tahoe Vista Recreation Area and Boat Launch and North Tahoe Event Center are owned and operated by the District and provide recreation opportunities to residents and visitors.

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Approved By: \_\_\_\_\_



5/28/15

Duane Whitelaw, General Manager