

Snowplay Areas
Winter Wellness
Truckee Winter Carnival





DANIEL FRAIMAN
CONSTRUCTION



TRUST. CONFIDENCE. QUALITY.

Dreaming of building or remodeling?

Tahoe's trusted experts are ready — visit our website or call for your free consultaion.

CSLB#974866/NSCB#85981

10270 Donner Pass Road, Truckee, California | 530.536.5018 | danielfraimanconstruction.com



Contents

EDITOR

Jessica Penman

President & CEO

Truckee Chamber of Commerce

jessica@truckee.com

MANAGING EDITOR

Melissa Williams

melissa@truckee.com

EDITORIAL/WRITER

Tiffany Connolly

InBloom Marketing

PUBLISHER & AD SALES

CCMedia Publishing - Peggy McElfish

775.548.6562 www.cc.media

peggy@ccmpublishing.com

DESIGNER

CCMedia Publishing - Tina Cutler

CONTRIBUTING PHOTOGRAPHERS

P. 3 Sugar Bowl/Sugar Rush (top),
GP Martin (center), Moody's Bistro,
Bar + Beats (bottom); PP. 4, 5, 14, & 30
Melissa Williams; P. 7 Planet Kids at
Soda Springs Resort (left), Palisades
Tahoe (right); P. 8 Tahoe Donner;
PP. 20-21 Tahoe-Donner Historical
Society + Museum of Truckee History;
PP. 22-23 Truckee Donner Recreation
and Park District

Truckee Magazine is a quarterly
magazine published by CCMedia
in cooperation with the
Truckee Chamber of Commerce

TRUCKEE CHAMBER OF COMMERCE
10065 DONNER PASS ROAD
TRUCKEE, CA 96161
530.587.8808 | INFO@TRUCKEE.COM

Every effort has been made to ensure the accuracy of the
information contained within Truckee magazine. The Truckee
Chamber of Commerce and CCMedia assume no responsibility
for misinformation. Please contact the Chamber with any
additions or corrections.

Printed in the USA on recycled paper with soy-based inks.

Truckee.com

The official website of the Truckee Chamber of Commerce.

4 LETTER FROM THE EDITOR

Welcome Winter

5 WHAT'S HAPPENING

Winter Events

6 PLAY

Frosty Fun & Snowball Runs

9 LOCALS TO KNOW

Court Leve -

Photographer/Videographer

10 Winter Wellness: Truckee
Businesses Offer Balance &
Stability During the Cold Season

14 Truckee Holiday Shopping Guide

19 LOCALS TO KNOW

Sara Dube - Gallery 5830'

20 HISTORY

Truckee's Winter Carnival

24 From Fireworks to Fine Dining:
The Best of New Year's Eve
in Truckee

30 THE HOWS & WHYS OF TRUCKEE

Publicizing Events

31 LOCALS TO KNOW

Jaime Haddad - Martis Camp



On The Cover: Jaime Haddad
Photo Credit ©Kelly Heapy/Martis Camp

Winter Wonderland — Truckee Style

It is time to bust out those beanies, find a matching pair of gloves and zip up your winter coat because winter has arrived! Winter is one of Truckee's busiest seasons and there is good reason for it. Whether you are ready to hit the slopes, build a snow fort, or simply curl up with a good book and a hot toddy, winter in Truckee has something for you. For this edition of our magazine we have rounded up some great resources to make this winter the best one yet.

Frosty Fun and Snowball Runs

Winter in Truckee offers endless snow-filled fun beyond skiing, with activities like sledding, tubing, snowman building, and snowshoeing for all ages. Turn to page 6 to learn about structured snow play areas with gentle hills or disco lights, to quiet, scenic spots perfect for snowball fights and scenic walks, there's something for everyone to enjoy. Wherever you explore, remember to pack out all waste, use durable sleds, and respect the natural landscape to keep Truckee beautiful all season long.

Winter Wellness

Winter in Truckee brings exciting adventures, and staying healthy and resilient is essential to making the most of the season. Local wellness businesses offer a range of services to keep you tuned up—from yoga and fitness classes to functional medicine and personalized health coaching. Turn to page 10 to learn more about all the businesses who are here to help you stay healthy - mind, body, and spirit - this winter season.

From Fireworks to Fine Dining

Truckee offers a variety of festive ways to ring in the New Year, from cozy family-friendly events to lively celebrations. Join the fun with live music at local restaurants, festive torchlight parades, or unique dining experiences. Families can enjoy early celebrations like fireworks or a quiet, eco-friendly drone show, while those



seeking adventure can take part in special winter activities, from snowshoe tours to tubing with disco lights. Turn to page 24 to find your perfect New Years Eve event!

Truckee Holiday Shopping Guide

Turn to page 14 and discover the Truckee Holiday Shopping Guide and find something special while supporting our local businesses! Shopping local strengthens our community by creating jobs, supporting local artisans, and keeping our town vibrant and unique. This guide is filled with one-of-a-kind gifts from Truckee's small businesses, perfect for everyone on your list.



Jessica Penman

President and CEO

Truckee Chamber of Commerce
Editor, Truckee Magazine

What's Happening!

WINTER EVENTS

DECEMBER

- 6, 13, 20 Festive Fridays Downtown Truckee
- 12 Farmers + Makers Holiday Block Party
- 14 Truckee Community Chorus Holiday Concert
- 31 Torchlight Parade, Palisades Tahoe
- 31 Northstar NYE Drone Show & Celebrations

JANUARY

- 11 Snowshoe Star Tours
- 21 Good Morning Truckee: Housing Successes

FEBRUARY

- 28 North Tahoe Snowfest through March 8

MARCH

- 8 The Great Ski Race
- 22 Truckee Rotary's Chris Matthew Memorial Crab Feed
- 22 Annual Pain McShlonkey Classic
- 29 Tahoe Donner's Sierra Skogsloppet XC Fun Ski Race



Scan to see all the events
going on this winter

For details and complete list of events, visit truckee.com/events

IF I CAN DO THIS, I CAN DO ANYTHING!



ACHIEVE TAHOE

offers year-round adaptive, inclusive recreation programs designed to serve people with intellectual, sensory, and physical disabilities. We strive to serve all ages and all disabilities in their individual quest to build health, confidence, and independence through outdoor recreation.

Learn more at
AchieveTahoe.org
or contact us today
at **530.581.4161** or
info@achievetahoe.org



Frosty Fun

AND SNOWBALL RUNS

Winter in Truckee is more than just skiing and riding! It's also a magical place to build snowman, race down packed snow in a sled or tube, and create lasting memories in the Sierra. Whether you're two or 102, snowplay never gets old. So bundle up, grab a thermos of hot chocolate, and head out to one of the many areas in Truckee that offer sledding, tubing, snowball fights, fort and snowman building, and so much more.

Leave the Hassle at Home at Tahoe Donner Snowplay

Spend your day flying down tubing and sledding lanes, then head to the free-play area for snowball fights, building snowmen, or making snow angels. One entry fee covers everything, including all the gear you need; sleds and tubes are provided.

The gentle hills make it an excellent spot for younger kids, and there are monitored tubing lanes for added safety. Remember to wear snow boots because you'll be walking back up the hill after each ride. It's the perfect spot to enjoy some classic winter fun without bringing anything but your warm clothes! Learn more at tahoedonner.com/snowplay.

Get Your Sugar Rush at Sugar Bowl Resort

Nothing is sweeter than perfect snow on a bluebird day! Sugar Rush at Sugar Bowl Resort offers 10 unique tubing lanes, each with a different experience, so there's plenty of variety for all ages. After each run, hop on the 500-foot covered moving carpet, which takes you back to the top for more sliding. For families with younger kids, the snowplay area includes Burton Riglet Boards, mini-tubes, a snow Rotunda, and the popular Snow Volcano. Tubes are included with admission, and food and drinks are available for purchase on-site. Learn more at sugarbowl.com/tubing.



© TAHOE DONNER



Tahoe Tubing Is Fast and Easy at Boreal Mountain

Boreal Mountain's Tahoe Tubing offers 90 minutes of snowplay, with scheduled sessions designed to keep the stoke high and the wait times low. Plus, Boreal's magic carpet will bring you right back to the top, so you can spend more time sliding and less time climbing.

No need to bring your own gear—Boreal provides fast, comfortable tubes for everyone. All you need are warm clothes and a smile.

Learn more at rideboreal.com.

Visit Planet Kids and Tube Town at Soda Springs Resort

Planet Kids at Soda Springs Resort is designed especially for the little ones; from a tubing carousel to a mini magic carpet that gently brings them back up the slope, it's a perfect space for the littlest snow lovers to play. Kids can also explore snow volcanoes, enjoy terrain-based learning at the Woodward Start Park, or take their first steps on skis or a snowboard.

Tube Town offers up to 10 groomed tubing lanes for older kids and adults, complete with a 400-foot surface lift that takes the work out of getting back to the top. The Family Fun Zone is perfect for younger kids who aren't quite ready for the bigger slopes but still want to join in on the snow-filled fun.

Guests can access Planet Kids, Tube Town, and Woodward Start Park with a Mountain Adventure ticket. Learn more at skisodasprings.com/mountain-adventure.



Get Your Disco On at Palisades Tahoe

What do you get when you cross the Village People with Tahoe people? You get Disco Tubing at Palisades Tahoe! Experience flashing lights, neon, lasers, and a live DJ as you fly down tubing lanes for a thrilling and unique experience you won't find anywhere else. Don't forget your costume! Disco Tubing happens after dark, from 5:00 to 7:00 p.m. on select dates. Tickets are available for

Continued on page 8



STELLA

**TRUCKEE'S
CALIFORNIA
CUISINE**

 gravity haus

stellatruckee.com
10948 Brockway Rd
Truckee, CA 96161






**Doesn't Your Pet Deserve
A Great Vacation Too?**

**Celebrating 10 Years of Premier
Pet Boarding Near Tahoe**

-  Doggie Daycare Indoor & Outdoor Play Yards
-  Personalized Attention & Care
-  Premier Overnight Accommodations



Special Winter Offer for New Clients

50% OFF Lodging

530-582-7268 • 10960 West River Street, Truckee, CA

©2024 Truckee-Tahoe Pet Lodge Mention **Code: TU24W** to receive this discount.
Limit one per customer. Cannot be combined with any other offer. Exp. 3/31/25

TruckeeTahoePetLodge.com





kids and adults online only and offer a 55-minute session that begins on the hour.

If you're more of a tubing purist, Palisades Tahoe also offers regular snow tubing at their SnoVentures Activity Zone. Learn more at palisadestahoe.com.

No Height Restrictions at Donner Ski Ranch

Located on Donner Summit, Donner Ski Ranch offers tubing lanes and a convenient moving carpet to take you back to the top. Tickets are available at the ticket window on the day of your visit for 2-hour sessions. It's the perfect spot for families looking to enjoy a fun-filled day, especially for those who aren't skiing or snowboarding. The hill is great for kids and adults of all ages, with no height restrictions. Tubes are provided! Learn more at donnerskiranch.com.

Snowplay Areas Around Town

Check out these local gems if you're looking for something more relaxed and off the beaten path. You'll love the quiet atmosphere and woodsy feel of these non-resort locations.

Glacier Way Trailhead

Located at the top of Tahoe Donner, this spot offers parking, trash bins, and trails with stunning views. Bring your snowshoes and explore! The lot does get busy on the weekends, so make sure you plan ahead or take TART Connect. Always bring a backpack with water, snacks, a compass, a map, and a charged phone.

West End Beach, Donner Lake

The Truckee Donner Land Trust has partnered with the Tahoe Backcountry Alliance and the Truckee Recreation and Park District to provide tons of room for snowplay and snowman building! Enjoy the winter lake and wide open space with your family and friends.

Truckee River Regional Park

With flat fields, nooks and crannies, and sledding when conditions allow, the Truckee River Regional Park is an easy-access spot to build snowmen, have a snowball fight, and strap on snow shoes for exploring. The park also offers an ice skating rink for more winter fun!

Johnson Canyon

Managed by the Truckee Donner Land Trust, Johnson Canyon offers a peaceful forest escape with gentle hills, tall pines, and open spaces—perfect for snowplay. Take the Donner Lake exit on Interstate 80 and head north from the off-ramp to get there.

Old Greenwood Conservation Easement

The Truckee Donner Land Trust also clears the parking area at the Old Greenwood conservation easement on the north-west corner of the Overland Trail exit off of Interstate 80. There are no restrooms or trash facilities, so please make sure and pack out all garbage, pet waste, and sleds.

Mclver Dairy Meadow

Once a working dairy, this meadow has become a popular spot for sledding and snowplay. Be sure to only sled within the designated snow play areas; restoration efforts have transformed the area into a habitat for native plants and wildlife. Parking is available on the street, but be careful with the little ones if you're parked across from the meadow. Please be mindful of packing out everything you bring!



Pitch-in and Pack-Out for a Sustainable and Eco-Friendly Truckee!

With so many visitors and locals enjoying the winter fun in Truckee, we all have to do our part to ensure the area stays beautiful and clean. Keep these tips in mind to stay safe and sustainable.

1. Choose a Durable Sled: Opt for wooden, metal, or inflatable sleds to avoid breakage.
2. Pack Out What You Pack In: Take broken sleds, trash, and all waste with you (including your pet's).
3. Respect Signage: Avoid sensitive restoration areas, especially at Mclver Dairy Meadow.
4. Plan for Parking: Parking fills up quickly at popular spots, so arrive early or have a backup plan.

Dress in layers, pack extra snacks and hot drinks, and finally — have fun exploring, sliding, and making those lasting winter memories.

Court Leve

ORIGINALLY FROM

St. Louis, MO

OCCUPATION

Photographer/Videographer/Storyteller

HOW LONG IN TRUCKEE

23 years

I moved here in September of 2001

WHY TRUCKEE

My story is super original... for the mountains and all the things that come with the lifestyle, and the tight community that has kept me here.

FAVORITE THINGS ABOUT TRUCKEE

Truckee has an incredible mix of being far enough away from it all but still close enough to not be so remote. The weather is a huge factor and of course skiing, biking, and hiking. I love our “bubble.” Over the years the community has been great to me and my career, going back to my days at the newspaper to where I am now as a freelancer working with such a wide scope of our community. It’s what’s really kept me here.

Over the years, Court has helped the Humane Society of Truckee Tahoe (HSTT) in a variety of ways because, “They do such an amazing job and their need for help is ongoing (get involved!).” Court has done animal transports, volunteer photography/ videography, therapy dog work and he’s also fostered... which is why he now has two dogs from the shelter (one is a foster fail). When COVID hit and things shut down, like many, Court wanted to help. He realized that telling stories and raising awareness to what people were struggling with, and more importantly how people could help, was something he could do - producing terrific videos about small business owners. It really connected him to the community in a different and more intimate way. Business owners were open with their time, and with what they were going through. One told him that it was a special time, not a great time, but it was a special time and that always stuck with him — a time that he hopes we never see again.



© GP Martin Photography

WINTER WELLNESS

TRUCKEE BUSINESSES OFFER BALANCE AND STABILITY DURING THE COLD SEASON



© THE SHIRE STUDIO

As the winter chill settles in, keeping the mind and body warm and healthy is vital for overall well-being. We're lucky in Truckee that there are several businesses and organizations who support us through the colder months. So, whether you're keeping your body tuned up during ski season, staving off the winter blues, or just keeping up on general self-care, turn to Truckee's wellness businesses for mindful movement, functional medicine, workshops, and unique winter workouts built out just for you.



THE SHIRE STUDIO Move, Connect, and Thrive

For those living in Glenshire, there's no need to make the drive into town to find wellness! The Shire Studio is a welcoming center where movement,

connection, and community are key. Founded by local mom and former Division 1 athlete Catherine Betts, this inviting space offers a wide range of fitness and recovery classes to support every aspect of your health and well-being, including those tired ski legs!

Their class lineup includes Barre, Pilates, and Bootcamp—excellent for injury prevention and developing stability and core strength; Restorative Yoga and Pop-Up Foam Rolling—a recovery-focused offering providing support for post-skiing recovery; The Roll, Release, and Recover class that incorporates foam rolling techniques to target muscle tension; and Restorative Yoga sessions on Monday and Wednesday evenings to help calm the mind and body, allowing for deep relaxation and recovery.

In addition to these, The Shire Studio's full schedule includes dance and tumbling classes for kids, youth performance training,



and pre/postnatal classes. Health seminars and evening meditation sessions further support the wellness of the Glenshire community. Learn more at shirestudio.org.



THE PEACE OFFERING

Movement, Breath, and Healing

Located on West River Street, The Peace Offering's gorgeous studio brings the community together for holistic wellness, personal transformation, and connection. From dynamic yoga sessions to mindful breathwork and personalized health coaching, founders Laura Patterson and Jonathan Rickert offer a

warm space for those seeking rejuvenation and self-care. Their diverse class lineup ensures that every individual, regardless of experience, can find a path to improved flexibility, strength, and inner peace.

Movement classes include Mindful Movement for All Levels, Facilitated Stretch: Strengthen and Lengthen, and Hot Flow Yoga. Their Meditative Candlelight Prana Nightcap is a soothing evening class that promotes mental clarity and restful sleep. It's the perfect practice to cultivate calm during the winter season.

In addition to their core classes, The Peace Offering also offers Modern Qigong, Yin Yoga, Heated Pilates, and Healthy Kula Yoga. Kula is a word that translates to community, and this class provides an opportunity to connect with other like-minded people.

For those seeking a more personalized path, The Peace Offering's health coaching program focuses on building sustainable energy from within. Through tailored guidance on nutrition, sleep, and movement, participants learn how to optimize gut health, remove metabolic inhibitors, and create a lifestyle that fosters vitality and well-being.



Turn to Truckee's wellness businesses for mindful movement, functional medicine, workshops, and unique winter workouts built out just for you.



In addition, check out their workshops and retreats that foster mindfulness, self-discovery, and community connection. Learn more at thepeaceoffering.com.

Continued on page 12

TAHOE FOREST

Wellness

Community Group Acupuncture

Experience the benefits of acupuncture in a group setting

- *Personalized Treatment Plans*
- *Affordable Pricing**

TFHD.com/wellness
(530) 587-3769

**Self-pay only; insurance not accepted*


TAHOE FOREST
HEALTH SYSTEM





MOUNTAIN LOTUS YOGA

Wellness, Community, and Sustainability

With studios in both downtown Truckee and Tahoe City, Mountain Lotus Yoga embodies a lifestyle centered on health, sustainability, and community spirit. Known for its commitment to the environment and a broad range of offerings, Mountain Lotus is an inclusive, welcoming space for everyone, whether you're seeking physical movement, mindful relaxation, or just a sense of connection.

Class offerings include Yoga for Every Season and Style, Hot Yoga and Pilates, Bikram and Warm Yin, and Aerial Yoga. They also offer retreats, like the SoulFlow Breathwork Retreat in March. Guided by Mahsa Ghafourian, the retreat is rooted in the work of Dr. Stan Grof. The breathwork practice is designed to help you access expanded states of awareness, release deep-seated emotions, and connect with your inner healer.

In addition, they have a delicious café offering California cuisine



with a Pacific Rim twist! The Mountain Lotus Cafe menu is primarily plant-based, Blue Zones concept, and uses whole organic

ingredients. They've mastered their soups—warm and healthy, try one on a cold winter day! Learn more at mountainlotusyoga.com.

SORAYA MD



Holistic Health and Personalized Care

Led by Dr. Michelle Soraya Pourtabib, MD, Soraya MD integrates Eastern and Western medical traditions for personalized care that focuses on long-term wellness. She offers a blend

of primary care, functional medicine, and weight loss coaching, and her services are available in person and through telemedicine.

Dr. Michelle Soraya Pourtabib comes from a long line of doctors—her surname, “Pourtabib,” means “child of a physician,” speaking to the legacy of healing that runs through her family, which dates back generations.

Before entering the medical field, Dr. Pourtabib taught yoga, Pilates, and meditation and provided Ayurvedic massage. This work led to deeper studies into health science, leading to her medical degree. This background in both eastern healing practices and modern medical science informs her integrative approach.

As the only board-certified obesity medicine specialist in North Lake Tahoe, Dr. Pourtabib offers knowledge in weight loss and metabolic health. She's a board-certified family and obesity medicine physician with specialized expertise in functional medicine.

What Is Functional Medicine?

It's an integrative approach to healthcare that looks at the root causes of illness rather than simply treating symptoms. This patient-centered model focuses on understanding how the body's systems are interconnected. Spending up to an hour with each patient, Dr. Pourtabib listens to their health story and develops personalized care plans that address their unique needs.

Her practice also supports perimenopause and menopause, insomnia, and chronic health concerns. Every patient is treated as an individual, with care plans that are customized to their specific health goals. Learn more at sorayamd.com.





TAHOE FOREST HOSPITAL

Wellness Events

Ongoing wellness events at Tahoe Forest Hospital are open to the community, including their \$5 community yoga classes. Strengthen, stretch, and keep your heart pumping this winter! Classes take place in various locations. Visit tfhd.com/wellness/events to learn more about the classes below and other wellness events offered at Tahoe Forest Hospital.

Pilates Reformer

Focusing on core strength, alignment, and accurate muscle engagement to improve posture, balance, and stability—especially when in motion. Tuesdays from 7:30 to 8:30 a.m.

Community Yoga

No yoga experience is necessary, and all movement is slowly paced. The class is only \$5 per person and scholarships are available and mats are provided. On the second and fourth Friday of each month, from 4:00 to 5:00 p.m.

Heart to Heart Exercise Classes

This class is offered multiple times throughout the week. It includes cardiovascular workouts on equipment, strength training, and balance and stretching. All ages and fitness levels are welcome.

Winter is full of adventure in Truckee, and staying active, balanced, and resilient is key to enjoying all the season offers. From yoga and fitness classes designed to keep you mountain-ready, to restorative practices for post-ski recovery, our wellness community keeps your spirit high and your body ready for the next adventure.

ORTHOPEDICS & SPORTS MEDICINE

Need fast, free injury advice?
Connect with a specialist 24/7.



POWERED BY
 **HURT!**



TFHD.com/orthopedics

TRUCKEE HOLIDAY SHOPPING GUIDE

ARTISANS, SMALL BUSINESSES & OUTDOOR ADVENTURE SHOPS

Bring the spirit of Truckee-Tahoe into your home by supporting local businesses and choosing unique, locally made gifts and the best gear for your outdoor adventures. Our Truckee Holiday Shopping Guide highlights our community's artisans, small businesses, and outdoor adventure shops, making it easy to find thoughtful, one-of-a-kind presents for everyone on your list. From handcrafted goods to sustainably sourced items, shopping local not only supports our town, but also shares the beauty and stoke of Truckee. Truckee sports shops offer more than just high-quality equipment— they connect you with knowledgeable experts who know our mountains best. They provide tailored advice on everything from selecting the right skis or board to achieving the perfect fit in boots, helmets, snowshoes, and outerwear for Tahoe's conditions. Plus, local shops provide service for your gear – something you can't get from online purchases.



We hope you'll be inspired by some of the many great gifts available from our Truckee businesses and have fun shopping! Scan the QR code for updates to our shopping guide and live links to the stores.



Ski Patrol Pups by Megan Butcher, Illustrated by Megan Jost \$19.99

Word After Word Books
10052 Donner Pass Rd.
wordafterwordbooks.com

Join Walter as he learns what it takes to become a Ski Patrol Pup. Kids and adults will love this book written and illustrated by Truckee locals.



Truckee River Fly Assortment \$59.99 - \$89.99

Trout Creek Outfitters
10115 Donner Pass Rd.
troutcreekoutfitters.com

This kit comes with a Fishpond Tacky fly-box and a selection of one dozen or two dozen assorted flies. A great gift for any fly fisher.

Tahoe Sports Hub
10095 W. River St.
tahoosportshub.com

Don't let frozen fingers spoil your fun. Hestra's high quality rechargeable heated gloves (or mittens) will keep your fingers toasty and dry whether you are out on the mountain or snow blowing the driveway.



Hestra
 Heated
 Gauntlet
 Glove or
 Mitten
 \$475

**Handmade and Eco-
 Friendly Candles**
\$25-\$35



Our Rustic Heart Candle Co.
10975 Pioneer Trail Unit #2,
ourrusticheart.com

Non-toxic and long-lasting soy candles available in our year-round, seasonal, and Lake Tahoe custom blended scent infusions.

Stealth Tahoe
11253 Brockway Rd., Suite 103
stealthtahoe.com

Now you can ride year-round! Aftermarket e-bike snow kit for your *ERide Pro, *Surren, or *Talaria. The rear wheel is replaced with a Camco snow track and the front wheel is replaced with a Pathfinder ski.



ERide Pro SS 2.0 (19")
 w/ TrackNGo kit \$6,949
 (excludes assembly)

Overland Sheepskin Company
10072 Donner Pass Rd.
overland.com

Skillfully crafted of fine Toscana sheepskin for ultimate insulation and dramatic impact, the Dakota coat's impressive shape and style make it a standout she will wear for many years to come.



Dakota Hooded Toscana Sheepskin Coat \$2495



Hammered
Crystal Earrings \$78

Mountain Arts Collective
10065 Donner Pass Rd.
mountainartscollective.com

Hammered 14k gold filled hoop earrings adorned with semi-transparent blue Swarovski crystal cube beads.

Truckee Boardhouse
11486 Donner Pass Rd.
truckeeboardhouse.com

For her - a mountain twin for the experienced rider seeking pinnacle, all-mountain performance.



Arbor Swoon
Rocker
Sale \$549.95

Mountain Home Center
11403 Brockway Rd. | mountainhomecenter.com

Elevate the art of sauna bathing in the 7x7 Western Red Cedar Barrel with Front Porch, electric heater, interior benches, and side windows.



Timber Tranquility Barrel Sauna. Starting at 13,700



Locally Made Heart Art by Sara Dube \$60-\$100

Gallery 5830'
10060 Donner Pass Rd. | gallery5830.com

An original painting with the universal symbol of love and a personalized message makes a great gift that lasts a lifetime.



One-of-a-Kind Plant
Centerpiece. Starts at \$50

Good Anya Plant Shop
11429 Donner Pass Rd.
thegoodanya.com

These visually stunning and personalized presents bring the beauty of nature indoors. Unique, locally made plant arrangements are living gifts.



Missy Shoulder Bag \$225

Riverside Studios
10076 Donner Pass Rd.
riversidestudiostruckee.com

Designed and handmade in Truckee by Kahlil Johnson in a variety of colors, this leather shoulder bag is ready for all your daily or travel needs. Stylish and with two zipped inner pockets and snap closure.



Cascading Turquoise Earrings \$600

White Buffalo
10116 Donner Pass Rd.
whitebuffalotruckee.com

Distinctive turquoise and sterling silver earrings by award-winning, Oaxacan-born artist Federico Jimenez, based out of California.



Handcrafted Contemporary Rings
\$1500 - \$4500

Lorien Powers Studio Jewelry
9932 Donner Pass Rd. lorienpowers.com

Beautiful handmade, industrial, and contemporary rings with fine jewels and limited production.

Continued on page 18

Free Transit

North Lake Tahoe & Truckee



Photo-Ryan Salm

Take a Free Ride

- On Demand Microtransit
- Scheduled Bus Routes
- Park n' Ride



TART

Tahoe Truckee Area Regional Transit

(530) 553-0653

TahoeTruckeeTransit.com



Mountain Hardware & Sports
11320 Donner Pass Rd. | 10001 Soaring Way
mountainhardwareandsports.com

MSR's Lightning Ascent snowshoes are the top choice for ultralight and high-performance snowshoeing on all types of terrain.



MSR's Lightning Ascent Snowshoes
 Unisex \$389.95,
 Women's \$349.95

California 89
10156 Donner Pass Rd.
california89.com

This black hoodie features the iconic CA89 logo and a tree graphic on the sleeve, embodying the spirit of Tahoe's outdoor lifestyle. A perfect blend of warmth and durability for all seasons.



Unisex Hooded Sweatshirt with CA89
 Tree on Sleeve \$60

Tahoe Mountain Sports
11200 Donner Pass Rd.
tahoemountainsports.com

The softest performance sweatpants in the signature DreamKnit™ fabric, featuring a straight-leg modern fit and endless comfort – light, stretchy and buttery soft, you'll live in these.



Vuori Ponto Performance Joggers \$98

Mo, Jo & Zoe
10122 Donner Pass Rd.

Put together a package she'll love with reasonably-priced, warm, and fashionable C.C. Beanies in a variety of colors with a fun mug and sticker.



C.C. Beanie
 Hat, Mug, and
 Sticker \$30-\$45

Tahoe Dave's Skis & Boards
10200 Donner Pass Rd.
12047 Donner Pass Rd.
+ Olympic Valley & Tahoe City
tahoeaves.com

Everything you need to wax your own skis: wax iron, scraper, gummi stone, diamond stone, brush, edge file guide, all wrapped up with a red bow!



Ski Tune Starter Kit \$175

Sara Duboe

ORIGINALLY FROM

Milan, New Hampshire

OCCUPATION

Artist and Owner of Gallery 5830'

HOW LONG IN TRUCKEE

14 years

WHY TRUCKEE

I drove out West with a friend in 2010 with the intention of just being a ski bum for a few months. There was a double rainbow as we were going over Emerald Bay, and I knew it was a good omen. The community welcomed me with open arms and it felt like I was always meant to be here.

FAVORITE THINGS ABOUT TRUCKEE

My favorite things about Truckee are change of seasons and the outdoor activities we get to enjoy with each turn of tide. The view isn't bad either! I enjoy cross-country and downhill skiing as much as I love biking, hiking and swimming in our clean lakes and river. Of course, the community is on the top of the list as well. Truckee seems to attract like-minded people who are stewards of the land and our quality of life. Truckee locals always do it with a smile and sense of humor.

Sara has a degree in Painting and Art Education. She owned an art gallery in Maine before entering a career in the financial industry, where she built relationships with over 100 local Truckee merchants. Her passion for art has come full-circle, and she is living the dream as an artist and co-owner of Gallery 5830' in downtown Truckee with her husband, Curtis Blassingame. She is a 12-year Truckee Rotarian and past president, has sponsored two Cambodian students through University, and her family's next goal is to fund a well in Africa through Charity:Water.





TRUCKEE Winter Carnival

PAST AND PRESENT By Judy DePuy

The Winter Carnival has been a Truckee tradition since 1895. Truckee is known as a rustic, historic mountain town, but few people think of it as the town that introduced winter sports to the West.

In the late 1890s, winter found Truckee usually snowbound and in decline. Summertime had loggers working in the timber and lumber industry. The main winter industry was the harvesting of ice but it was limited and did not span the entire snow season. During this time, most businesses had little new clientele and revenues were scarce. There was a plethora of bars on main street but that

only reinforced Truckee's rough and tumble reputation.

Charles F. McGlashan, a prominent citizen of Truckee, understood that getting visitors to Truckee in the winter was possible because the railroad could make it across the mountain. All he needed to do was figure out a way to entice people to get off the train and stay in Truckee.

A Winter Carnival

In 1894 McGlashan (an educator, scientist, lawyer, journalist, entrepreneur, inventor, historian, collector, politician, and father of a talented family) set his sights on creating a spectacle that would amaze everyone on the train.

He started by building a giant inverted cone structure made of wood covered with wire netting that he sprayed with water on the hill above the town. When the temperatures plummeted, it formed a huge shimmering cone lit by an arc lamp. The ice cone dominated the Truckee skyline at the Rocking Stone and was visible from the train depot. The icicle did get people's attention.



Truckee's first ice palace built in 1894 with McGlashan's vision. Photo courtesy of University of Nevada, Reno & Truckee-Donner Historical Society.

From there McGlashan decided that he needed to build an ice palace on Front Street (today's Donner Pass Road). Ice palaces have existed elsewhere but Truckee's ice palace was the first of its kind in the West. The goal was to make Truckee "the place to go to in the winter and spend time at." McGlashan even patented his ice palace design.

The first ice palace had walls 50 feet high and 3 feet deep with a hollow center gallery. Cedar and pine trees rimmed the top. The hollow center section was used for storing snow which collected on the roof. Only a thin sheet of ice was left on the roof allowing sunlight to come through. At night 20 huge arc lamps were turned on for night ice skating and rendered an eerie glow.

McGlashan also wanted the first winter carnival to be fun for everyone and not necessarily for profit. He worked with



© TRUCKEE DONNER HISTORICAL SOCIETY/MUSEUM OF TRUCKEE HISTORY

local businesses to create a fun family environment with a collection of events and attractions including a toboggan slide, ski jumping contests, dogsled races, horse-drawn sleigh rides, and of course, ice skating in the Ice Palace.

The ice palace took half the block of old town and was not attractive in the summer months. The original ice palace also had its issues with warm winter weather melting all the fabulous decorations inside and outside of the palace. The palace fell into disrepair and was declared unfit and was torn down in the late 1890s.

The Second Ice Palace

The Truckee winter carnival faded from public view until its revival in 1909. The carnival was brought back and included ice skating, tobogganing, skiing, ski jumps, sledding and snowballing. In 1910, the first steam-powered donkey engine, connected to a cable, hauled tobogganers up Hilltop (next to the current Cottonwood Restaurant) making the toboggan run much easier, faster and more enjoyable. Wooden spikes located in the middle of the toboggan ramp would fold down to allow the sled to go up the ramp but would pop up again to prevent the sled from careening out of control down the ramp if the tow rope broke. This lift is generally believed to be the first mechanical lift for winter sports in the United States.

The second ice palace was built across the river at the base of Hilltop in 1913. The carnival's name was changed to "Fiesta of the Snows" and was a huge success. The Marysville Democrat newspaper had an eyewitness who reported that the reconstructed ice palace "was a dream of dazzling beauty and superior to the old palace. The skating gallery had a surface like a great big mirror. Jeweled icicles hanging in clusters from the arched ceiling

Continued on page 22



Sled dog race demonstrations and a hockey match at Truckee River Regional Park during the 2023 Truckee Winter Carnival. Photos courtesy of Truckee Donner Recreation and Park District.

of the ice gallery sparkled with all the color of a beautiful rainbow creating an appearance of ‘unusual splendor!’ The new ice palace had several rooms with open fireplaces for much appreciated warmth.

Trains came to Truckee with sleeper, smoker, baggage, dining, observation, buffet and entertainment cars which served as temporary hotel accommodations to support the small town and its growing flow of visitors. The mountains were beautiful and the town went out of their way to make sure everyone felt welcome. There was also dancing, food, movie company filming, dog sled races and demonstrations of the rotary snow plows.

The second ice palace burned down in June 1915 and like most things in Truckee, was not rebuilt.



Follow-On Events

Over the years there have been many winter activities to keep Truckee viable and winter sports have thrived here.

In February 1919, Truckee held a 2-weekend event that had a toboggan slide, sleigh rides and entertainment on Front Street. In the 1920s there were skiing lessons on Hilltop. Note that sport skiing was still a novelty (flat wood boards with a leather strap to hold your feet in). It was not for the meek of heart but for the adventurer. The 1930s had skiing, toboggan riding, and ice skating. 1930 also brought a formidable ski jump to Hilltop. It was in use for many years but there are stories of some of the skiers climbing to the top of the rickety structure and being terrified. The ski jump was finally torn down in the 1950s.

Revival of the Truckee Winter Carnival

In February, 2024 the Museum of Truckee History and Truckee Donner Recreation and Parks District brought back the Truckee Winter Carnival. There were planned events all weekend, with various activities including snow sculptures and snowman building, sled dog demonstrations, historic tours and presentations, and fun winter games. Regretfully Mother Nature won, and like the first 1895 carnival, there was too little snow on Saturday and a blizzard on Sunday. Many of the Friday and Saturday events went on as scheduled (the dog sled demonstration was one of the highlights) but the snow activities had to be canceled. Welcome to Truckee.

2025 once again brings back the Winter Carnival with new activities and a flexible date that will be updated based on conditions.

The Truckee Winter Carnival is a great time to enjoy the beauty of the Sierra. To keep abreast of the latest information, registrations, and more, please visit these websites or scan the QR codes below.



Truckee Donner
Recreation and
Park District



Truckee-Donner
Historical Society
and Museum of
Truckee History



About the author

Judy DePuy is a member of the Truckee-Donner Historical Society and a board member of the Museum of Truckee History. She resides in Truckee with her husband, Dave, and their Belgian Sheepdog, Morticia.

A list of tentative activities for this year's Winter Carnival includes:

Friday, February 28

- Opening ceremony, group photo (see last year's above), silent movie with live soundtrack.

Saturday, March 1

- Rail Jam for skiers and snowboarders (registration required to participate). This event showcases the best of the Truckee region's skills in 'riding the rails'. The Rail Jam is expected to be an exciting community event put on by organizations and volunteers prominent in the ski and snowboard community.
- Presentations and historic walks through town.
- Evening event (21 or older) with hot dog eating contest, movies, music and more.

Sunday, March 2

- Family snow sculptures, winter games.
- Dog sled demonstration and Skijoring (being pulled on skis behind a horse!).

RAKKAN 楽観 RAMEN

WE'RE OPEN

Truckee
10001 Soaring Way, Unit 160
Truckee, CA 96161

Healthy and Tasty
Our ramen is made with 100% plant-based broth.

www.rakkanramen.com
@rakkan_ramen
@rakkanramenofficial

FROM
FIREWORKS
TO
FINE DINING

NYE

THE BEST
OF
NEW
YEAR'S
EVE
IN TRUCKEE



© PALISADES TAHOE

Live music, cozy dining experiences, torchlight parades, East Coast countdowns, and more! What's your favorite way to ring in the new year? With so many New Year's Eve events happening around Truckee, the only hard part is deciding what to do!



LIVE MUSIC AT TRUCKEE'S LOCAL RESTAURANTS

Pair a night out of dining with live music, New Year's countdowns, local beer, and craft cocktails at great local restaurants. Following are some favorites.

ALIBI ALE WORKS – TRUCKEE PUBLIC HOUSE

This New Year's Eve, the downtown Truckee brewery will host an always-fun performance by The Inappropriators, a "dirty but tasteful; crass yet sensitive" North Tahoe band with a huge following. Enjoy more than 16 beers on draft while dancing in the New Year! The kitchen closes at 9:00 p.m.; show from 9:30 - 1:00 a.m. \$15 in advance - \$5 more at the door, but will likely sell out. Fun fact: Alibi's brewing water source is Lake Tahoe! Learn more at alibialeworks.com/truckee-public-house.

MOODY'S BISTRO BAR & BEATS

Come for the creative cuisine from Chef William Burns, and stay for the craft cocktails and world-class live music. Known for its cozy atmosphere and sexy ambiance, Moody's is a favorite spot for locals and visitors. Reservations are required for New Year's Eve. Learn more at moodysbistro.com.



CELEBRATE WITH THE FAMILY AT PALISADES TAHOE

Palisades Tahoe is pulling out all the stops with its New Year's Eve Family Celebration event, from night skiing under fireworks to an East Coast ball drop.

TORCHLIGHT PARADE & FIREWORKS DISPLAY

Beginning at 5:00 p.m., skiers and riders ages 5 and up can slide down the mountain holding torchlights, creating core memories for those littles! The torchlight parade lights up the slope, and as the procession ends, the sky will glow with a fireworks display at 7:00 p.m. that can also be viewed from the KT Deck.

EAST COAST BALL DROP

The resort's New Year's Eve celebration includes an East Coast ball drop at 9:00 p.m. on the KT Deck, so the little ones (and tired parents) can enjoy the countdown without staying up too late. There will also be games and activities for kids!

DISCO TUBING

Disco Tubing at SnoVentures will be available at 5:00, 6:00, and 7:00 p.m. Learn more about the lights, music, and action that pairs disco vibes with snow tubing in our snowplay story on page 6.



EVENT DETAILS

Torchlight Parade: 5:00 p.m.

Fireworks: 7:00 p.m.

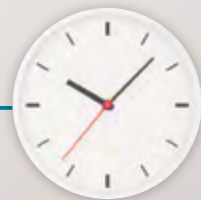
East Coast Ball Drop: 9:00 p.m.

Learn more at palisadestahoe.com

Need to visit Urgent Care, but don't want to wait?

Save a spot in line with...On My Way!

The **MyChart On My Way** widget allows you to reserve your place in line at Urgent Care for later today or tomorrow.



*Scan to save
your spot!*



Truckee | Tahoe City | Olympic Valley



TAHOE FOREST
HEALTH SYSTEM

TFHD.com/urgent-care

MyChart



THREE DINNER CHOICES AT EVERLINE RESORT & SPA

Everline Resort & Spa offers a family-friendly New Year's Eve Buffet Dinner at Cascades and a more low-key, romantic vibe at Six Peaks Grille.

CASCADES BUFFET DINNER

Start the evening with fresh soups and salads, including a savory Lentil Soup, Kale Caesar Salad, and a refreshing Seafood Louis with Dungeness crab, prawns, hard-boiled eggs, and fresh vegetables in Russian dressing.

A seafood station will be stocked with prawns, crab claws, and Pacific oysters, accompanied by classic condiments like cocktail sauce, horseradish, and mignonette. In addition, select from Crab-Stuffed Prawns and Petrale Sole with lemon, grapes, and butter; a Butter-and-Herb-Crusted Prime Rib with au jus and horseradish cream; or a Pork Loin with dried cherry demi from the carving station.

If you're bringing kids, Everline has thoughtfully created a menu for them too, so the entire family can enjoy the celebration. They'll love the chicken tenders, tater tots, creamy mac and cheese, penne pasta with marinara, and fresh fruit and berry selections.

Now Open



Elevation Escape

The live escape game experience



www.ElevationEscapeTahoe.com

12047 Donner Pass Road

EVENT DETAILS

Time: 5:00 to 10:00 p.m.

Location: Cascades at Everline Resort & Spa

Price: \$100/person, \$65/children under 12
(plus tax & gratuity)

Reserve: 530.581.6619

SIX PEAKS GRILLE PRIX-FIXE EXPERIENCES

With two seatings, one at 5:00 p.m. and one at 8:00 p.m., Six Peaks Grille is catering to everyone's New Year's Eve plans. The prix-fixe menu comes with the option of wine pairings, and menu highlights include a Perfectly Seared Diver Scallop with koji cream and basil oil, complemented by a glass of Commanderie de Peyrassol "La Croix," and a Bone Marrow Crusted Filet Mignon with Dungeness Crab and béarnaise, paired with a Davis Bynum Pinot Noir. End on a sweet note with Basque Style Lemon Cheesecake or Chocolate and Caramel Mousse Cake.

EVENT DETAILS

First seating: 5:00 p.m.

Second seating: 8:00 p.m.

Location: Six Peaks Grille at Everline Resort & Spa

Price: Varies

Learn more at everlinerestort.com



TDPUD IS PLANNING FOR *Our Energy Future*

Truckee's energy demand is growing, and we're working to prepare our community for the future. Everything from upgrading our system's capacity, mapping future energy use against available resources, and helping residents be more energy efficient are all pieces of the energy puzzle. **TDPUD will figure out how to meet demand, but you control that demand.**

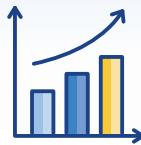
Mapping Growth

It's important that TDPUD understands the what, when, and where of expected energy growth, so we're able to balance supply and demand. For example, our **new Time-of-Use rate** helps spread energy load more evenly throughout the day.



Forecasting Needs

TDPUD created its first **Integrated Resource Plan** this year, which helps us forecast our energy demand over the next 15 years. This helps ensure we have long-term energy purchasing contracts in place to meet that expected demand each year, day, and hour, and that we're continuing to increase our carbon-free energy purchases.



Funding Efficiency

For those ready to make their homes more energy efficient, start with the **rebates** TDPUD offers for simpler upgrades, like fixing leaky windows and adding insulation. If you're looking to take the next step and electrify your appliances, we offer rebates on EV chargers, heat pumps, and induction cooktops.



Learn more!

(530) 587-3896 | tdpud.org/energy

Follow us!



TRUCKEE DONNER
PUBLIC UTILITY DISTRICT



ROCK & ROLL AT TAHOE DONNER

Bring friends and family to Tahoe Donner's Rock + Roll NYE celebration at the Alder Creek Adventure Center for live music, outdoor activities, and food and drink.

ROCK + ROLL NYE CELEBRATION

From 6:00 to 9:00 p.m., head up the hill to Alder Creek Adventure Center, where live music by Bias & Dunn will be the backdrop for a fun, family-friendly evening. The event features a festive menu with food options available for purchase and a selection of beer and wine for the adults. Kids will have their own special treat with s'mores kits to enjoy by the fire. The Times Square ball drop will be broadcast on the big screen, with a 9:00 p.m. East Coast countdown, allowing families to celebrate together without a late bedtime.

NEW YEAR'S EVE GUIDED SNOWSHOE TOUR

For a little more adventure, Tahoe Donner's New Year's Eve Guided Snowshoe Tour offers a magical night under the stars. From 5:30 to 8:00 p.m., this guided tour takes participants on a snowshoe journey along their cross-country trails. Departing from the Alder Creek Adventure Center, explore the quiet beauty of Tahoe Donner's winter landscape at night. Equipment is available for guests ages 13 and up, and with limited space, reservations are recommended.

EVENT DETAILS

Time:
6:00 to 9:00
p.m.

Location:
Alder Creek
Adventure
Center

EVENT DETAILS

Time: 5:30 to 8:00 p.m.
Location: Tahoe Donner Cross Country Ski Center
Learn more at tahoedonner.com/events



Work Elevated

Cowork, Conference, & Wellness Center



Try coworking today

Use discount code **COMMUNITY** for FREE trial day



See why your friends work here
Liftworkspace.org



Call or Text 530.536.0655
Hello@LiftWorkspace.org




Drop in Mon to Fri 9-5 at 10266 Truckee Airport Rd, Suite C



EVENT DETAILS

Time: 6:00 to 10:00 p.m.

Drone Show: 9:00 p.m.

Location: Northstar California Resort

DRONE SHOW & CELEBRATION AT NORTHSTAR CALIFORNIA RESORT

Families with children of all ages will love the festival-like atmosphere at Northstar California's New Year's Eve celebration!

LIGHTS IN THE SKY

Northstar California Resort offers a New Year's Eve experience with a drone show that will light up the sky with intricate patterns and vibrant colors. This show is beautiful and a favorite among families, and it also provides a quieter, more environmentally friendly alternative to traditional fireworks, making it perfect for kids and those sensitive to loud noises. For the first time ever in the Tahoe basin a new technology will be debuted on NYE - Fireworks on Drones - an innovative display that mixes both fireworks and a drone show together!

FAMILY-FRIENDLY FUN AND ENTERTAINMENT

Before the drone show, Northstar will have a variety of family-friendly activities ready to keep everyone entertained. Kids can enjoy face painting, ice skating, and s'mores around the fire pits while live music brings a festive vibe, making it a wonderful celebration for guests of all ages. Please find more info at northstarcalifornia.com.

No matter how you choose to celebrate, Truckee's New Year's Eve events deliver lights, joy, and unforgettable memories. Will you ski down the illuminated slopes of Palisades Tahoe? Toast under the pines at Everline Resort & Spa? Enjoy a magical drone show at Northstar? Dance to live music in one of Truckee's restaurants? Whatever you pick, we hope that 2025 brings you laughter and happiness. So, gather your loved ones, bundle up, and join in the festivities as we bid farewell to 2024!





ColdStream

Adventures
Snowmobile Tours



Tahoe's most exhilarating public,
private and corporate
Snowmobile Tours for 30 years!

TRUCKEE, CA
530-582-9090
coldstreamadventures.com

The Hows and Whys of Truckee

Publicizing Events In Truckee-Tahoe

When you consider the time invested in planning and organizing an event—from deciding on the theme, securing a location, working out logistics, recruiting volunteers, to rounding up auction items and more—it highlights the importance of effective publicity. While Truckee folks often commit close to the date, many people still discover events just a day before or even afterward.

Promoting your event in Truckee is all about reaching locals and visitors alike through well-placed advertising and tapping into popular community channels. Placing ads in local newspapers, magazines, and the radio are effective ways to get the word out. Here are some key strategies to publicize events that are free and help ensure your event gets noticed.

Submit to Event Calendars

Local online event calendars are great resources to expand your event's reach. Start with Truckee.com - as one of the longest-running Truckee websites, Truckee.com boasts great SEO - often at the top of every Truckee-Tahoe event search. Also, the Truckee Chamber promotes member events in our e-newsletters, sending thousands directly to our calendar each time. For additional visibility, submit to Moonshine Ink, Sierra Sun, and 101.5 KTKE Radio. All offer online event calendars and are well-read by locals. Make sure to provide all the key details, including event date, time, location, a photo, and a brief description to make your listing stand out.



Reserve Banner Locations

One of the most visible ways to promote your event is by reserving banner space in high-traffic areas around Truckee. The three highest-traffic locations are at the Gateway Plaza in front of the Safeway shopping center on the corner of HWY-89 and Donner Pass Rd., the Mountain Hardware spot directly across from it, and in front of the Truckee Welcome Center at the Train Depot on Donner Pass Rd. in downtown Truckee. You'll need to plan ahead, the Safeway spot typically books up a year in advance and annual events have often already reserved the spot. Email Kimco to reserve: SWestmoreland@kimcorealty.com. For the Mountain Hardware placement, call 530-587-4844 to reserve. Downtown at the Truckee Welcome Center, there is more than one space for banners, so space is more readily available. Call or email Ruth Geresy with the Truckee Chamber to reserve a spot: ruth@truckee.com, 530-412-7062. Your banner size should be 3' x 8' with reinforced grommet holes on all four edges and wind slits. Be sure to write your name and phone number on the back of your banner for return.

Although not Town-approved, you may also be able to hang banners on the fence at Truckee Elementary School. Contact Tahoe Truckee Unified School District for availability and permission. Please note: placing banners without permission can result in your banner being removed and you may not get it back.

Social Media And Personal Invitations

Promoting your event on Facebook and Instagram well in advance and sharing updates and photos regularly can greatly boost awareness. Encourage your team and organization to share posts to extend the reach, as engagement metrics like likes and shares reveal audience interest and help tailor promotions. Boosting posts on Facebook is also a cost-effective way to reach a wider audience compared to traditional media. Social media allows for real-time updates, perfect for last-minute reminders or changes. Don't forget to leverage your email list and invite friends and partners to spread the word, as personal invitations and emphasizing your nonprofit's mission can inspire support and attendance.

During and After Your Event

Make sure you have a good photographer to take photos at the event, even if it's a volunteer with an iPhone. Sharing post-event photos in your newsletters and on social media is important to keep your audience engaged for future events. It provides recognition and validation to contributors and attendees and provides a reference point and reminder of the positive experience for publicizing the event the next year.

Scan this QR code or visit Truckee.com for tips to easily post events on the Truckee.com calendar.



Jaime Haddad

LOCALS TO KNOW

ORIGINALLY FROM

Quincy, CA, born and raised!

HOW LONG IN TRUCKEE 24+ years: Winter seasonally beginning in 1997, full-time in 2000.

WHY TRUCKEE

I moved to Truckee initially for seasonal winter work at Sugar Bowl Ski Area while attending college, drawn by the allure of the snow-covered mountains and the promise of adventure. Luckily, upon graduation, I was offered a full-time, year-round job that I loved. The vibrant community and endless outdoor activities captivated me, making leaving impossible. As soon as I graduated, I packed my bags and embraced the Truckee lifestyle, eager to explore all the beauty and excitement this region offers.

FAVORITE THINGS ABOUT TRUCKEE

I love living in Truckee for its incredible access to trails and outdoor activities that connect me to nature year-round. In the winter, there's nothing like a great ski day with friends, enjoying the breathtaking mountain top views. When summer arrives, I always try to start or end each adventure with a refreshing dip in a lake or river. Often swimming 12 months of the year. The mix of second homeowners and long-term residents creates a vibrant community, all passionate about this beautiful region. What truly makes Truckee unique is the friendly, like-minded people who share my love for the outdoors. Whether it's joining a local event, meeting a friend for a long run, or the camaraderie and warmth of the community that make this town feel like home.

With more than 20 years of operations experience, Jaime has been a pivotal member of the Martis Camp team, providing exceptional service to members and owners. General Manager Scott Bower praised Jaime for her significant contributions to environmental initiatives, community engagement, and collaboration with local leaders on wildfire mitigation and community resources. Jaime is committed to enhancing the member experience while fostering strong relationships within the Truckee-Tahoe community. In her free time, you can find Jaime at the local CrossFit gym, running the trails, or swimming in Donner Lake or Lake Tahoe year-round.





Truckee Chamber of Commerce
10065 Donner Pass Road
Truckee, CA 96161

PRSRT STD
US POSTAGE
PAID
DENVER, CO
PERMIT #5377

Get to *know us*
before you *need us.*



**For all stages of life, through all of
the ups and downs, our exceptional
providers are here for you.**

Extensive emergency, specialty, and
preventative services right here

...in your community.



TAHOE FOREST
HEALTH SYSTEM

TFHD.com