



Mountain Resort Television
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FOR IMMEDIATE RELEASE

THE CITY OF SOUTH LAKE TAHOE LAUNCHES NATIONWIDE ADVERTISING CAMPAIGN TO BRING PEOPLE TO LAKE TAHOE

SOUTH LAKE TAHOE, CA (April 1, 2016) - The City of South Lake Tahoe launches nationwide advertising campaign to bring people to Tahoe. Commencing March 30, 2016 a commercial spot produced for the City of South Lake Tahoe will be broadcast nationwide on the cable sports channels of Altitude Sports and Entertainment, American Sports Network and several individual television stations in select markets.

Watch commercial at <https://youtu.be/zVAnht8NYZg>

“We have been looking for a means in which to tell the country that Tahoe is back”, states Tracy Franklin, Public Information Officer for the City of South Lake Tahoe. “With the excellent snow conditions around the basin the ski season will extend well into May. But there is more to Tahoe than just snow and sun, Tahoe is a community at work.”

Dreu Murin, General Manager of Mountain Resort Television, remarked “By coincidence, we as two local start-up companies, Athlete Exchange, Inc. and its affiliate Mountain Resort Television, have been working on a new campaign entitled *Tahoe at Work*. We locally produce a television show called *Athlete Exchange: The Line*, hiring Tahoe people and using Tahoe Celebrity talent.” The show is aired daily on Mountain Resort Television in Reno-Tahoe and now nationally on Altitude Sports and Entertainment. “The show found an early audience, and now has three seasons and a total of seventy-one shows, that have been produced out of Zephyr Cove since the fall of 2014.” The first season of the series received a Telly Award for Action Sports Excellence in June 2015.

“The City of South Lake Tahoe wants to get the word out. Mountain Resort Television, also, wants to get the word out, so we joined forces”, states Franklin, “The City had the commercial spot produced and Mountain Resort Television agreed to air the commercial spot nationwide, free of charge to the City. Everyone on the project knows that if we work together, we will most certainly be back and in style”.

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Athlete Exchange: The Line: Every athlete has a story to tell, join JT Holmes and other professional action sports athletes as we delve into the minds of those that put their lives on the line every day, not only to entertain but to satisfy that insatiable urge to push themselves to the limit. Athlete Exchange The Line can be seen weekends (8AM) on Mountain Resort Television KAME-TV (My21TV) in Reno-Tahoe and on Altitude Sports and Entertainment (Direct TV channel 681 and Dish Network channel 413).

Altitude Sports and Entertainment can be seen on 3.1 million cable households in the Rocky Mountain Region and on Direct TV channel 681 and on Dish channel 413. American Sports Network can be seen in television markets east of the Mississippi in markets such as Baltimore, Cincinnati, Raleigh-Durham, Nashville, Portland, ME, Columbus, OH, suburban New York City and many more with over 18 million television households able to view. Independent television markets include Reno-Tahoe, Jackson Hole, Boise, Salt Lake City and more.