



FOR IMMEDIATE RELEASE

Big Blue Adventure Athletes Raise More than \$2000 for the Local Environment through Green Bucks Donations

Lake Tahoe/Truckee, CA (December 10, 2014) – Big Blue Adventure joined Green Bucks this year to help support the efforts of the Tahoe Fund and Truckee River Watershed Council to restore and preserve the local environment. Big Blue Adventure collected over \$2,000 from their athletes on event registrations this summer. Many Big Blue Adventure events are held on lands that have been restored with the help of both nonprofits.

Big Blue Adventure joins businesses around the region that are collecting Green Bucks from room nights, season passes, and other items to help improve the area's natural environment. These dollars add up to support hiking and biking trails, watershed restoration projects, boating and fishing access, wildlife protection and environmental stewardship programs. It is an easy way for those who love and treasure the region to make a difference.

The Lake Tahoe/Truckee region provides awe-inspiring venues for the 30+ multi-sport events Big Blue Adventure produces each year. "Green Bucks is a great fit for us," says Todd Jackson, Director of Big Blue Adventure. "The program provides an easy way to give back to this incredible environment, make a positive impact to support trails and the watershed, and create a community of folks that appreciate and support the Green Bucks cause."

Big Blue Adventure joins a growing list of other Green Bucks businesses:

- Alpine Meadows | Squaw Valley
- Big Blue Adventure LLC
- Blue Angel Café
- Drunken Monkey
- Edgewood Tahoe
- FiftyFifty Brewing Company
- Homewood Mountain Ski Resort
- Lake Tahoe Resort Hotel
- Lake Tahoe Visitors Authority
- Lakeside Inn
- MontBleu Resort Lake Tahoe
- Mourelatos Lakeshore Resort
- PlumpJack Squaw Valley Inn
- Squaw Valley Lodge
- Tahoe Mountain Properties
- Tahoe Mountain Resorts Lodging
- Truckee Properties
- Truckee Tahoe Airport District
- West Shore Inn & Café

Similar "buck" programs are operating in places like Jackson Hole and Yosemite — with exciting results. These programs have raised millions of dollars to support local initiatives.

"This program is a great and simple way for regional businesses to offer their customers a way to give back when they are here enjoying our incredible natural environment." — Amy Berry, CEO of the Tahoe Fund.

The 2015 Big Blue Adventure racing season kicks off June 6 with the Truckee Running Festival and the event lineup has something for everyone from the novice runner to professional athletes and adventurers. Athletes can donate Green Bucks when registering.

With Green Bucks, a little gift goes a long way. Local businesses can call 530-550-8760 to learn more and sign up to participate in the Green Bucks program.

ABOUT BIG BLUE ADVENTURE- Big Blue Adventure, LLC (BBA) is an event productions, management, and marketing company based in Lake Tahoe. BBA specializes in creating, owning and operating, promotion and implementation of popular sporting events. Our focus is ensuring that participants, sponsors, spectators, and the media are rewarded with the best possible experience. BBA also provides professional services to corporations and associations that wish to meet their business goals through special events. For the complete Big Blue Adventure schedule of events and clinics, see www.BigBlueAdventure.com.

ABOUT THE TAHOE FUND - The Tahoe Fund is a bi-state nonprofit organization working to enhance the extraordinary environment of the Lake Tahoe basin by building broad support and funding for critical environmental improvement projects that will restore and enhance lake clarity, recreation, and stewardship in the Lake Tahoe Basin for generations to come. Visit www.tahoefund.org.

ABOUT TRUCKEE RIVER WATERSHED COUNCIL - The Truckee River Watershed Council brings the community "Together for the Truckee." It focuses on collaborative solutions for the protection, enhancement and restoration of the Truckee River watershed. Visit www.truckeeriverwc.org.

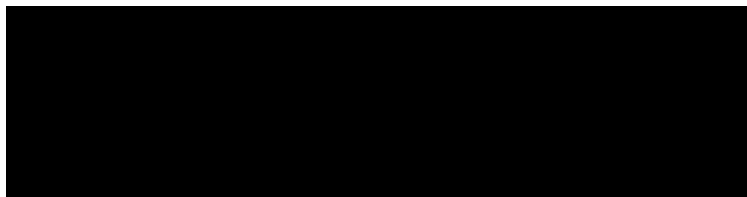
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High-resolution photos available upon request.