

Park, Ride and Ski!



Help us promote the **Truckee-Tahoe Free Ski Shuttle**, and we'll help promote *your* business!

What is it?

The Truckee-Tahoe Free Ski Shuttle takes skiers/riders from Truckee to Northstar or Squaw Valley and back again, for **free**.

The pilot program will take place President's Day Weekend, February 18-20, 2012.

We anticipate **300-400 riders per day** for a total of 900-1,200 people over the weekend.

To encourage ridership and to leverage the program to benefit local businesses, we will give each rider an identifying lapel pin and a list of discounts at participating businesses.

How can you help?

Provide us with a special discount or offer just for Shuttle riders. We will give the riders a list of the offers, and we will give you a small sign that identifies you as a participating business. We will also give you a form to track how many riders take advantage of your offer to help us to determine the program's overall ROI.

If you are interested in joining this collaborative project, please fill out the attached form and return to:

Truckee Donner Chamber of Commerce
email info@truckee.com or fax to **(530) 587-2439**

Questions?

Call **(530) 587-2757** and ask for Linda.

The Truckee-Tahoe Free Ski Shuttle is a collaborative program provided by Northstar California, Squaw Valley, Alpine Meadows Ski Resort, Tahoe Donner Association, North Lake Tahoe Chamber/CVB/Resort Association, Truckee Donner Chamber of Commerce, Town of Truckee, Truckee North Tahoe Transportation Management Association, Tahoe Truckee Airport District, and the Tahoe Truckee Unified School District.

Shuttle Details:

- 7:00 am - 7:00 pm
- Pick-up every 30 minutes
- Two park 'n ride Lots:

 **Squaw Valley Shuttle:**
Truckee High School
(11725 Donner Pass Rd)

 **Northstar California Shuttle:**
Truckee Tahoe Airport
(10356 Truckee Airport Rd)

Find the Shuttle on 

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