



FOR IMMEDIATE RELEASE

Sierra-at-Tahoe Announces Partnership with Vapur to Launch Hydration Program *Resort's Environmental initiatives expanded by reducing single-use water bottles and installing eco-friendly water bottle fill-up stations*

SOUTH LAKE TAHOE, Calif. – September 22, 2016 - Committed to sustainability and the environment, [Sierra-at-Tahoe](#) is excited to announce a partnership with [Vapur](#)[®], makers of the flexible, reusable and eco-responsible “Anti-Bottle.” The partnership will support [Project: Green Sierra](#), the resort’s initiatives for economically friendly and sustainable ski resort operations. Sierra-at-Tahoe will install four Vapur Refill Stations around the resort to help keep guests healthy and hydrated, as well as selling the reusable “Anti-Bottle” in retail and at food and beverage outlets throughout the season, while reducing the waste of single-use water bottles.

“We are always looking at ways to reduce our environmental footprint at Sierra. Vapur gives our guests a clean water option and an opportunity to send less waste to landfills. It’s a great opportunity to grow Project: Green Sierra as well. It complements our current initiatives such as using B5 biodiesel fuel, offering transportation services and implementing efficient lighting throughout the resort. Not to mention, we’re thrilled to support another local California brand,” stated General Manager, John Rice.

To date, the Vapur Refill Stations have saved an estimated 2,815,000 single-use plastic bottles from being disposed of in landfills. The Sierra-Vapur Hydration Program will launch on October 9th, the day of Sierra-at-Tahoe’s annual Keep Sierra Clean Day, which encourages members of the community to help clean up the mountain of trash before the season begins.

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About Sierra-at-Tahoe

With 400+ inches of average annual snowfall, wind-protected slopes, incredible tree skiing, and 320 acres of backcountry terrain out the Huckleberry Gates, Sierra-at-Tahoe is the epitome of the authentic California ski experience. For beginner skiers and riders, Sierra offers over 100 acres of dedicated learning terrain, four beginner-only conveyor lifts and PSIA Certified Instructors. Sierra is the place to learn skiing or riding in Lake Tahoe. For freestylers, a commitment to innovative terrain parks has led to Sierra being recognized by TransWorld SNOWboarding as the #1 Best Value and a Top 10 Overall Resort as well as among the Top 10 Best Parks and Pipes in the nation. Sierra-at-Tahoe embraces skiers and snowboarders who want to escape from everyday life and enjoy the simple pleasure of winter in the mountains.