

FOR IMMEDIATE RELEASE

NORTH LAKE TAHOE TO CELEBRATE LABOR DAY WEEKEND WITH DRONE LIGHT SHOWS

Shows planned in Kings Beach on September 2 and Tahoe City on September 4

NORTH LAKE TAHOE, Calif. (Aug. 17, 2022) - Custom drone light shows over Lake Tahoe are planned to help celebrate Labor Day weekend and the end of summer in Kings Beach and Tahoe City this year. The shows, postponed from Independence Day due to unseasonable weather, will take place after the final concerts of the summer in both locations.

"After having to postpone the drone light shows originally planned over the July 4 holiday in Kings Beach and Tahoe City due to the weather, we're looking forward to hosting them for our community and visitors over Labor Day weekend," said Tony Karwowski, president and CEO of the North Lake Tahoe Resort Association. "Community surveys will be used to help us determine how we proceed forward with enhancements or other options around this environmentally friendly celebration in the future."

On Friday, September 2, the North Tahoe Business Association's final Music on the Beach concert of the season will feature Achilles Wheel from 6:00 p.m. to 8:30 p.m., with the drone light show scheduled to begin at 9:00 p.m. Both events will take place at the Kings Beach State Recreation Area.

"We're excited to finish out the summer season and our Music on the Beach concert series with a custom drone light show over Lake Tahoe," said Alyssa Reilly, North Tahoe Business Association executive director. "Our hope is that both residents and visitors enjoy the show and see what may be possible for future Independence Day celebrations."

On Sunday, September 4, the Tahoe City Downtown Association will host the final Concerts at Commons Beach of the summer with a performance by The Blues Monsters from 4:00 p.m. to 7:00 p.m. The drone light show will begin at 8:30 p.m.

"We're looking forward to hosting a spectacular drone light show over Labor Day weekend and to thanking our community for a great summer season that saw the return of popular events in Tahoe City," said Katie Biggers, Tahoe City Downtown Association executive director.

Coordinated by professional aerial starlight production vendor Great Lakes Drone Company, the drone light shows will feature custom performances up to 15 minutes in length and choreographed to music. Both will take place over Lake Tahoe, with over 100

drones taking off from and returning to shore at the conclusion of the shows. In addition, backup locations have been identified in the event that weather conditions require it.

Utilizing a combination of TOT and TBID dollars, the shows are made possible by a presenting sponsorship from the North Lake Tahoe Resort Association and will be produced by the two local business associations. Learn more about upcoming events in North Lake Tahoe at gotahoenorth.com.

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About the North Lake Tahoe Resort Association

For over 65 years, the North Lake Tahoe Resort Association | Chamber | CVB has served local businesses and residents by connecting community leaders and enhancing a vibrant tourism economy. Funded by a newly formed Tourism Business Improvement District in contract with Placer County, the NLTRA's role is to promote and manage visitation through the lens of destination stewardship education. The NLTRA also collaborates with regional stakeholders to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses and visitors of North Lake Tahoe. Learn more at nltra.org.

About North Tahoe Business Association

Founded in 1979, North Tahoe Business Association (NTBA) is a non-profit 501(c)6 organization that strives to improve economic vitality and quality of life in the communities of North Lake Tahoe including in Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay. NTBA is a member-based organization made of 200+ businesses, non-profit organizations, and individuals. For more information and to become a member, visit www.NorthTahoeBusiness.org.

About the Tahoe City Downtown Association

Founded in 2004, the Tahoe City Downtown Association is a nonprofit organization comprised of merchants, property owners, associations, professionals, and community members who share a mission to enhance and promote a vibrant and prosperous downtown center. The TCDA contributes to Tahoe City's social, economic, and environmental vitality through special events, sustainable programs, partnerships, visitor outreach, and community support. Learn more at www.visittahoecity.org or call (530) 583-3348.

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