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NORTH LAKE TAHOE SPECIALTY RETAILER ALPENGLOW SPORTS RAISES \$230,000 FOR LOCAL NON-PROFITS

14th Annual Edition Raises over \$230,000 for Local North Lake Tahoe Non-Profits

Tahoe City, CA - March 19th, 2020 - On Thursday, February 20th, Alpenglow Sports concluded the 14th annual Winter Speaker Series, presented by [Peak Design](#). Professional skier Hadley Hammer capped the 2019/20 season with an entertaining tale of skiing adventure in remote and dangerous mountain ranges across the globe. Through an unprecedented raffle and the aid of the anonymous philanthropic Donor Party, the evening raised nearly \$50,000 for the Tahoe Fund, a group that seeks to use the power of philanthropy to improve the Lake Tahoe environment for all to enjoy.

Since the inception in 2006, the [Alpenglow Sports Winter Speaker Series](#) has sought to achieve a two-fold goal: 1) to inspire and motivate local athletes to pursue their mountain dreams and 2) to educate about, and raise funds for, local non-profits making a tangible difference in the fabric of the North Lake Tahoe and Truckee community. The series showcases one or two shows per month from November through February at Squaw Valley's Olympic Village Lodge and is entirely free and community-centric. Speakers at the series generally include the biggest and most famous names in the outdoor, climbing and ski space, most notably Alex Honnold, Lynn Hill, Jeremy Jones, Hilaree O'Neil, Adrian Ballinger, Tommy Caldwell, Chris Davenport and Chris Burkard.

The 2019/20 season welcomed five amazing and accomplished athletes to Squaw Valley, including local skier Jim Morrison of 28,000-foot Lhotse fame, Kit DesLauriers, the first person to ski the highest peaks on every continent, renowned high-altitude mountaineer Adrian Ballinger, and series co-founder and fan favorite Dave Nettle.

In 14 years, the Winter Speaker Series has raised over \$530,000 for local non-profits in North Lake Tahoe and Truckee, including the Sierra Avalanche Center, Tahoe Nordic Search and Rescue, Project Mana, the High Fives Foundation and many more. The 2019/20 season welcomed hand-chosen non-profit beneficiaries Adventure Risk Challenge, Truckee Donner Land Trust, Achieve Tahoe, Sierra Community House, and the Tahoe Fund.

According to Camille Cauchois, executive director of Achieve Tahoe, "Not only does the Winter Speaker Series raise vital funds that support our programs to build health, confidence and independence in people with disabilities through high-challenge sports, it gives us the opportunity to directly and tangibly connect with our mountain community. This event highlights how we can make our mountain community a more accessible and inclusive place."

"The Winter Speaker Series has grown from a living-room sized event to the premier speaker series in the United States," according to Alpenglow Sports owner and series coordinator Brendan Madigan. "It exemplifies Alpenglow's community-centric business model, as we feel that giving back to a customer base that has supported the shop for 40 years is a moral imperative," added Madigan.

Madigan added, "Besides the amazing speakers and their inspirational stories, plus the powerful community energy and enthusiasm at each show, we take a tremendous amount of pride in the growth of our Donor Party initiative and overall dollars raised this season. The Donor Party, a group of approximately 45 anonymous financial donors, selflessly committed over \$200,000 for the 2019/20 series. When added to bar sales and raffle proceeds, the \$230,000 our community has raised for the great good is something we can all be tremendously proud of," according to Madigan.

Alpenglow Sports will be accepting non-profit applications for the 2019/2020 series starting August 1st, 2019. If interested please email info@alpenglowsports.com. The submission period ends at the end of September, whereby formal presentations will determine the non-profits that will contribute in the upcoming season. Alpenglow is also actively recruiting additional members for the anonymous

philanthropic Donor Party for the 2020/21 season. Per show commitments have been designed so that community members of all financial walks of life are able to participate. If interested in joining the Donor Party please email info@alpenglowsports.com. 100% of Donor Party commitments are tax deductible and facilitated through the Alpenglow Sports Charitable Fund.

About the Alpenglow Sports Winter Speaker Series:

Established in 2006, the Alpenglow Sports Winter Speaker Series is a free event designed to motivate, inspire and educate. Held in Squaw Valley, California, the Winter Speaker Series is a five-part series that showcases one show per month from November through February. Each show packs the house at Squaw Valley's famous Olympic Village Lodge with over 600 attendees. Past speakers include [Lynn Hill](#), [Jeremy Jones](#), [Tommy Caldwell](#), [Chris Davenport](#), [Alex Honnold](#), [Emily Harrington](#), and more. Since its inception in 2006, the Winter Speaker Series has raised well over \$170,000 for various non-profit groups within the Lake Tahoe region. While each show is free, Alpenglow Sports uses product donated by the sponsors of each presenter in order to sell raffle tickets. 100% of proceeds are given to the associated non-profit to utilize in their community endeavors.

About the Donor Party Initiative:

The Alpenglow Winter Speaker Series Donor Party Initiative was founded in the fall of 2018. An anonymous group of locals and visitors, the Donor Party is responsible for raising over \$350,000 over the last two seasons. This is an all-inclusive and welcoming group characterized by per show commitments designed for community members of all financial walks of life. Alpenglow is always seeking additional Donor Party members and hopes to grow the group to over \$500,000 by 2022. If interested in joining the Donor Party please email info@alpenglowsports.com for additional information. 100% of Donor Party commitments are tax deductible and written directly to each non-profit, which zero dollars withheld for any operational fees.

About Alpenglow Sports:

[Alpenglow Sports](#) is an original California Mountain Shop that for over 39 years has provided locals and visitors with inspiration, local knowledge, and the best equipment to enjoy the great outdoors. Based in Tahoe City, Alpenglow Sports takes pride in being community-minded and socially and environmentally responsible to ensure Lake Tahoe stays one of the best places to play, visit, and live in California. For additional information, please contact Brendan Madigan at Alpenglow Sports, 530.583.6917, or info@alpenglowsports.com.