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*For Immediate Release*

### **Tahoe Sports Hub kicks off Snow Safety Month with Backcountry Equipment Demo at Sugar Bowl Ski Resort**

**Truckee, Calif.**, (Jan 24, 2015) – February is Snow Safety month at Tahoe Sports Hub. The outdoor retailer located in Truckee has committed to educating skiers and riders on snow safety while raising money and awareness for Sierra Avalanche Center during the month of February. Snow Safety month will kick off the first weekend of February with a presentation of “Backcountry Basics” at Tahoe Sports Hub on Saturday February 7<sup>th</sup> and a free, on-snow, backcountry equipment demo and avalanche workshop at Sugar Bowl ski resort on Sunday February 8<sup>th</sup>.

The “Backcountry Basics” presentation on Saturday, February 7<sup>th</sup> will be lead by Sierra Avalanche Center’s executive director Don Triplet and will focus on basic skills such as how to read an avalanche report and what to carry in the backcountry. The event will begin at 7:00 p.m. at Tahoe Sports Hub and is free and open to the public. Attendees will receive useful information as well as gear giveaways.

The free equipment demo will take place in village at Sugar Bowl ski resort from 9:00 a.m. - 3:00 p.m. on Sunday, February 8<sup>th</sup>. The event is geared toward every level skier and rider, from first-time backcountry novices to seasoned pros looking to try the newest equipment. Participants will have the opportunity to try the latest technology in alpine touring, splitboarding, and avalanche safety equipment. In addition to equipment demos, Sierra Avalanche Center will be on hand to share snow safety knowledge, representatives from Arva will offer beacon practice opportunities, and Jones Snowboards will present an intro to splitboarding demonstration.

Tahoe Sports Hub specializes in sales, rentals, and servicing of equipment for all mountain sports. The knowledgeable staff is proud to outfit Truckee’s locals and visitors for all of their outdoor adventures. Located at 10095 West River Street, the store is also home to Cyclepaths and Tahoe Mountain Guides. For additional information please visit [www.tahoehub.com](http://www.tahoehub.com) or call 530-582-4510.

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