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*For Immediate Release*

### **Tahoe Sports Hub Hosts Customer Appreciation Party**

**Truckee, Calif.**, (Jan 27, 2015) –The Tahoe Sports Hub is pleased to announce they are hosting a free event to thank customers for their loyalty and raise awareness for Sierra Avalanche Center. The customer appreciation party will take place from 3:00 – 7:00 p.m. on Saturday, February 28.

Refreshments and entertainment will be provided for this free community event and the entire store will be on sale with discounts up to 70%. In addition to the celebration and, Tahoe Sports Hub has partnered with Sierra Avalanche Center to raise awareness and funds for avalanche safety in our community. A raffle with prize packages exceeding \$3000 will take place throughout the event. All customers will receive one free raffle ticket upon arrival and can purchase additional tickets while supporting Sierra Avalanche Center. The grand prize winner will receive their choice of skis off of Tahoe Sports Hub's well stocked ski wall. Truckee resident and professional skier Daron Rahlves will be on hand to dish out prizes and meet fans.

“We are very excited to thank our loyal friends and customers with a celebration. With the lack of snow this year I think it is important to rally and support each other. The whole store will be on sale and we will be giving away some amazing prizes to raise money for Sierra Avalanche Center”, said owner Rob Cavallo. Cavallo and the entire staff of The Tahoe Sports Hub invite the Truckee-Tahoe community to join them for this free event celebrating the mountain sports community.

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.tahoesportshub.com.com](http://www.tahoesportshub.com.com) or call 530-582-4510.

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