



WELCOME TO THE “WILD SIDE” WITH TAHOE SOUTH’S NEW BRAND AND WEBSITE

Feb. 13, 2012 (*South Lake Tahoe, Calif./Nev.*) – “A walk on the wild side” is the promise to visitors from Tahoe South and the portal to get there is the Lake Tahoe Visitors Authority’s new website, <http://www.TahoeSouth.com>. The area’s brand is being displayed with a vibrant, easy-to-use, socially integrated web/mobile site welcoming visitors to the wild side with up-all-day and-all-night activities set amidst the timeless beauty of North America’s largest alpine lake.

The new site engages users to embark on an adventure to find their own “wild side” in South Shore, by utilizing captivating images and social media integration with user generated content. The site features an event module, deals page, blog as well as relevant real-time feeds from Facebook, Twitter, YouTube and Flickr serving as a digital concierge to inspire and inform.

As visitors land on the home page they’re greeted with compelling images of skiers catching air; people dancing the night away as “there is no last call;” high-energy gaming and iconic Emerald Bay sparkling in the sunrise. Whatever options visitors choose to drive their wild side, Tahoe South’s thrill-seekers and the young-at-heart can just relax, spend a day at the spa and soak in the scenic beauty in peace. But hey, don’t you want to be at the party?

TahoeSouth.com positions the region as a premier, memorable and adventurous travel destination through its “passions” – activities that visitors have rated highest including: skiing/snowboarding, golf, water activities, hiking/running, gaming, dining, nightlife, shopping, meetings, weddings and local culture.

Why Tahoe South?

While South Shore is long-held common vernacular for the area that encompasses the southern portion of the Lake, it includes both the city of South Lake Tahoe on the California side and Stateline on the Nevada side. “Tahoe” has to be in the name because, well, we are Tahoe, and “South” because it’s the sum of the whole and combines both sides. So, try this on for size: “Tahoe South” – it’s short, memorable, defines location and its “wild side” designation clearly differentiates from the neighbors.

Tahoe South Goes Wild

The new winter campaign welcomes and embraces the wild side through eye-popping, colorful outdoor billboards in Sacramento and San Francisco and bus wraps in San Francisco. Winter ski

advertising has been electrified from rote and generic and foregoing photography in favor of a psychedelic illustration from Finland's acclaimed Kustaa Saksi. The eye-catching artwork makes abundantly clear that when it comes to visiting Lake Tahoe, the south side is definitely the wild side with its 24-hour gaming and cocktail-fueled nightlife, top-notch entertainment and adrenaline seeking outdoor recreation.

To plan a trip and discover the world-class destination in pursuit of your own wild side, visit [Tahoe South](#).

The process to develop the site was a joint effort between multiple agencies and the Lake Tahoe Visitors Authority. Duncan/Channon of San Francisco, California spearheaded the website strategy and design. While Noble Studios of Reno, Nevada managed the development and content. The site was built on an ExpressionEngine2 platform, a flexible content management system that allows future creative growth and expansion to evolve with technology. Duncan/Channon collaborated with Underware type foundry to create a custom logotype for the new brand.

For real promotions, packages, conditions and events in Tahoe South, The Lake Tahoe Visitors Authority is on Facebook: www.facebook.com/TahoeSouth, Twitter: www.twitter.com/SouthShoreTahoe, YouTube: www.youtube.com/LTVA and now the [Tahoe South](#) mobile app in the App Store and Android Market. For information about Tahoe South, call 1-800-AT-TAHOE (1-800-288-2463) or visit www.tahoosouth.com.



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About the Lake Tahoe Visitors Authority

Set at 6,300', Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination. That ageless splendor and an emerging economic diversity toward health and wellness, green business practices and sustainability continue to define its inimitable personality. For information about lodging, recreation and family packages at Tahoe South, 1-800-AT-TAHOE (1-800-288-2463) or log onto www.TahoeSouth.com.

About Duncan/Channon

Founded in 1990, Duncan/Channon (www.duncanchannon.com) is an independent, full-service advertising agency, based in San Francisco. The award-winning agency delivers integrated marketing services to its growing client roster, which includes 1-800 CONTACTS, GoToMeeting, Hard Rock, Sega and StubHub. Recently, Duncan/Channon was recognized as one of only five finalists for the American Association of Advertising Agencies' O'Toole Award in the Small Agency category, the third consecutive year the agency has been so honored. It won the global Rebrand 100 award for its work on Hard Rock.

About Noble Studios

Noble Studios is a full-service digital agency specializing in brand, strategy, Web, mobile SEO/SEM, 3D, application, prototyping, and social media. Since 2003, Noble Studios has completed work for international brands such as Autodesk, Inc., Mortar, Meltwater Group, Zephyr Ventilation, Haws Corporation, Union Square Business Improvement District, among others. To learn more about the award-winning tech agency, visit noblestudios.com.