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## Carson Valley Businesses Embody Community Leadership in Response to COVID-19 with Some Good News

**CARSON VALLEY, Nev. (June 2, 2020)** – The communities of Carson Valley, which include Minden, Gardnerville, Topaz Lake and Genoa, Nevada, are marked with kindness and cooperation. In Carson Valley, businesses and families are as intertwined as the mountains and ranchlands. When the COVID-19 pandemic made its way to the mountain west, Carson Valley’s local businesses responded naturally to the crisis; with resilience, diligence and a concern for neighborly welfare.

“In these trying times, valley entrepreneurs and businesses are showing what true community is all about,” Jan Vandermade, executive director for the Carson Valley Visitors Authority, said. “Our locally-owned businesses are showing how they have quickly adapted and changed their operations to support our residents and that’s some good news we all could use.”



*Carson Valley Inn in Minden, Nevada.*

While many businesses throughout Carson Valley have adapted to the circumstances and there are many stories to share, several establishments have emerged as community leaders bringing lots of good news to those impacted most – The Pink House in Genoa, Carson Valley Inn in Minden and Bently Heritage, also in Minden.

The Pink House in historic Genoa is listed in the National Register of Historic Places for its “association with events that have made a significant contribution to the broad patterns of our history.” In staying true to the building’s historic significance, owner Lois Wray ensured that the restaurant and charcuterie continued to make a significant contribution to the community while honoring service restrictions in

place. As food service moved to curbside-only and staff was reduced to part-time hours, Wray continued to pay the employees full-time wages. Customers of The Pink House felt this love as well. During the Easter holiday, The Pink House donated meals to families furloughed as a result of COVID-19 and continue to include free homemade brownies with pick-up orders for 'a little something to smile about.'

The Carson Valley Inn has been a fixture of downtown Minden since 1984. Owners Mike Pegram and the Carano Family operate the hotel, casino and restaurant with an emphasis on friendliness and charm. Once mandated shutdowns were imposed and the Carson Valley Inn closed its casino and restaurant operations, the employees continue to be paid. Additionally, all employees are invited to pick up a meal made to feed a family of four each day. . The Carson Valley Inn swiftly stepped in to extend this same generosity to the community by supporting the local Food Closet and donating extra meals, by way of the Douglas County Sheriff Office, to senior neighbors in need.

Bently Heritage is a recently-opened estate distillery in downtown Minden and is the vision of Christopher and Camille Bently. The Bently family is respected in Carson Valley for being industrious entrepreneurs as well as generous philanthropists, funding everything from classical ballet, street art installations, animal rescue and welfare, and environmental protection campaigns, to international land conservation projects. Under normal operations, Bently Heritage produces gin, vodka, liqueurs and whiskies in a restored historic flour mill and creamery. Upon news of the mandated shutdown and nationwide deficit of hand sanitizer, Bently's leadership team led the fast and hard transition to producing hand sanitizer. In a matter of three days, Bently Heritage produced 200 gallons of hand sanitizer. Throughout the month of April, over 3,000 gallons of hand sanitizer were produced and delivered to home and neighboring county health and human services, law enforcement and healthcare facilities. The immediate operation shift has helped to keep the Bently Ranch, facilities and distilling teams employed while also maintaining safe working procedures.

Locals are encouraged to share their good news stories on social media tagging it with #CVGoodNews.

As travel restrictions continue to ease, the businesses of Carson Valley are prepared to work within the guidelines and provide a welcoming environment for locals and fellow Nevadans.

For the latest Nevada Travel Advisory and Information, visit [online](#).

For more on Carson Valley's legendary residents, entrepreneurs, artists and how to enjoy the region virtually, visit the Carson Valley Blog [online](#). For general information on Carson Valley, visit [www.visitcarsonvalley.com](http://www.visitcarsonvalley.com).

#### **About Carson Valley:**

Nestled at the base of the Sierra, Carson Valley begs visitors to not just drive through it, but to it. Located 45 miles south of Reno-Tahoe International Airport and 12 miles east of South Lake Tahoe, the region's natural beauty is legendary: wide-open farms, ranches, bands of wild horses and birds of prey dot the landscape. Outdoor recreation enthusiasts follow all points of the compass with more than 50+ miles of hiking, mountain biking or walking trails along with world class road biking. The valley's museums, arts, antiquing, Basque dining, historic watering holes and more add to the destination's authentic culture. The region includes the communities of Minden, Gardnerville, Topaz Lake and Genoa, Nevada's first settlement dating back to 1851. Explore the land of everyday legends at [VisitCarsonValley.org](http://VisitCarsonValley.org).