

FOR IMMEDIATE RELEASE

CONTACT: Amy Demuth, RAD Strategies Inc. 775-378-0032 / <u>media@radstrategiesinc.com</u>

Discover the Ideal Winter Basecamp in Carson Valley

Be close to the snow —not buried in it in this state-straddling hot spot that's the perfect cold-weather destination.

CARSON VALLEY, Nev. (Oct. 23, 2023) – Winter weather enthusiasts know, the Sierra Nevada, cradling Lake Tahoe, beckons during the winter months. It's the epic home of snowy slopes and soaring peaks — some towering to 10,000 feet above sea level — making it the ideal destination for winter sport and adventure lovers. Last year, the area received record-breaking snowfall, with snow burying cars, homes and creating snow tunnels for passage around the lake.

That vast amount of snow is a huge draw for winter activity enthusiasts, and it's also a good reason to consider setting up a basecamp at the eastern base of the Sierra in Carson Valley, Nevada. In the lower elevation of the valley, visitors have access in all directions to winter adventure — without the need to shovel endless snow or traverse ice-encrusted streets. At only 4,700 feet in elevation and sheltered by the Carson Range of the Sierra Nevada to the west and the Pine Nut Mountains to the east, the broad valley is an ideal homebase for endless winter fun. Plus, the region evokes the kind of hometown vibe found in a Hallmark Christmas movie — with affordable options for food, fun, and relaxation in every direction.

Ready to pitch basecamp in Carson Valley? Below are just a few of the highlights that will comprise a perfect winter itinerary.

• Get Your Pulse Racing with Ski, Snowboard, and Winter Sports Options

Rise and shine: Be on the mountain early at <u>Heavenly Lake Tahoe</u> after a quick 25-minute drive from Carson Valley. There, find lessons, rentals, adaptive programs — and even childcare for when those tiny humans get mega cold. Or travel a bit farther south to Kirkwood, home to an average of almost 400 inches of snow per year. Kirkwood is known for the quality of its snow and terrain variety and offers skiing, snowboarding, cross-country skiing, snowshoeing, sled dog tours, and backcountry expeditions.

All told, Carson Valley is situated close to 15 mountain resorts, meaning visitors have unparalleled access to the best ski and snow sport hub in the West.

• Feed Your Soul through Scenic Outdoor Adventure

Prefer to survey a winter wonderland rather than shredding it? Carson Valley is the perfect place for lower-key adventure, too. Strap on a pair of snowshoes and head to Hope Valley, just 30 minutes to the southwest. Along the way, find <u>Hope Valley Outdoors</u> — a sustainable, off-the-grid, seasonal yurt where guests can gain insights from experienced instructors and gather information about the abundant recreational opportunities available in every direction. Speaking of, the <u>Carson Valley</u> <u>Trails Association</u> maintains 60+ miles of trail on the lands surrounding Carson Valley, with mountain biking and hiking available all winter long, weather permitting. Or can take advantage of seeing roaming wild horses, view birds of prey and raptors, and take in the surrounding winter glory through a photographic lens.

• Eat, Drink, and Be Merry at These Cozy Locales

For those looking for a more chill vibe, discover the warmly welcoming environs of indoor destinations for food and fun. Cozy up by the fireplace in the award-winning restaurant at <u>David</u> <u>Wally's Resort and Spa</u> or soak in the views from a natural hot spring — part of <u>Holiday Inn Club</u> <u>Vacations David Walley's Resort</u>. Spend the day <u>antiquing around town</u>, or do a deep dive into the region's culture through a <u>museum and gallery tour</u>. When the day is done, round out the experience with a traditional Basque dinner at <u>JT Basque Bar & Dining Room</u>. (Pro tip: Don't forget to order a Picon Punch from the bar, which happens to be Nevada's unofficial state drink.) Take a tour of the newly reopened <u>Minden Mill Distilling</u> and enjoy high-end spirits crafted from ingredients grown right in the valley. And find a comfy room at the <u>Carson Valley Inn</u> in Minden, where to enjoy laid-back lodging and 24-hour entertainment options — with no resort or parking fees.

The bottom line about a Carson Valley basecamp experience: Staying in the valley means more time playing, with a wide variety of winter activities to suit every traveler. Learn more about Genoa, Minden, Gardnerville and Topaz Lake <u>here</u>, or call the Carson Valley Visitors Authority at (775) 782-8145.

###

Straddling the California-Nevada state line 1.5 hours south of the Reno-Tahoe International Airport, discover the four communities — Genoa, Minden, Gardnerville and Topaz Lake — that comprise spectacular Carson Valley. Beholding some of Nevada's first and oldest establishments, visiting Carson Valley means authentically interacting with Nevada's many histories while experiencing world-renowned outdoor recreation Nevada, and the American West is known for. From legendary forefathers who paved the way to Nevada statehood, to wild horse bands, eagles, and other wildlife, to premiere air sports, American Indian, Basque, and Western Ranching histories and cultures, and distinctive dining experiences that all exist here and only here, Carson Valley offers an adventure for everyone. For more information about lodging, special events, and more trip planning tools, go to VisitCarsonValley.org or dial (775) 782-2555. The Visitor Information Center is located within the Carson Valley Museum and Cultural Center at 1477 U.S. Highway 395 N, Gardnerville, NV.