



# Your Special Invitation

Food for Thought:

"I could explain ice cream to you all day, but until you taste it, you wouldn't get it."

And so it goes with geotourism. Rather than talking about it, we're offering you a special invitation to experience how geotourism will simultaneously revitalize the economic AND environmental well being of the Lake Tahoe watershed in a special 2 day event called the 2012 Tahoe Expo on September 8th and 9th.

Sustaining Tahoe is a vision we share and because of your leadership in sustainability, you are invited to immerse yourself in geotourism through one of 12 Tahoe Expo Adventure Tracks that comprise the 2012 Tahoe Expo. Adventure Tracks, hosted from South Lake to Pyramid Lake demonstrate a fun way enroll the public in stewardship. Each Adventure Track includes guided activities by experts, a locally prepared lunch, and low carbon footprint transportation.

The Tahoe Expo is hosted by Sustainable Tahoe, who, along with local Reno/Tahoe businesses, agencies and organizations collaborated on building a demonstration set to become a new kind of annual event that evolves into a four season sustainable economic model. The 2012 Tahoe Expo showcases how private/public partnerships evolve geotourism from a strategy into an unforgettable firsthand experience.

Because the 2012 Tahoe Expo is so new, this year spaces are limited to 255 people. Please check us out at [www.tahoexpo.com](http://www.tahoexpo.com) and reserve a space for you and others who might benefit from this unique excursion discovering Tahoe's unique treasures.

*Jacquie Chandler*

Executive Director Sustainable Tahoe

