



Snowline Hospice™ Thrift Stores

FOR IMMEDIATE RELEASE

TRADE IN YOUR ELECTRONIC WASTE FOR A DISCOUNTED SKI TICKET

Sierra-at-Tahoe® Resort and Snowline Hospice Thrift Stores Offer Incentives
To Properly Donate Electronic Waste

SOUTH LAKE TAHOE, Calif. – January 30, 2008 – Residents of El Dorado County and the City of Folsom can donate their household electronic waste for free at Snowline Hospice Thrift Stores and receive a coupon for a \$14 discount on a daily lift ticket at Sierra-at-Tahoe Resort*. With four convenient locations, Snowline Hospice Thrift Stores are open to accept electronic waste, including televisions, computers, monitors, cell phones, fax machines, printers and copiers Monday through Saturday from 9:00 a.m. to 3:00 p.m.

California state law requires residents to properly dispose of their electronic waste. Snowline Hospice Thrift Stores are making it easy for California residents to do so and then they take on the responsibility of disassembling the electronic waste to resell, recycle or reuse the component parts. The funds generated by the e-waste recycling support the Snowline Hospice mission of providing compassionate end of life care in El Dorado County and Folsom.

Electronic waste, working or nonworking, may be dropped off at the following Snowline Hospice Thrift Store locations: 3550 Carson Road, Camino, CA (530.647.2703); 455 Placerville Drive, Placerville, CA (530.621.1802); 3300 Coach Lane, Cameron Park, CA (530.676.8708); 616 E. Bidwell Street, Folsom, CA (916.984.5853). Tax deductible receipts will be provided for all donations. For more information please visit www.snowlinehospice.org.

*Lift ticket coupon is redeemable at Sierra-at-Tahoe or Northstar-at-Tahoe™ Resorts any day from March 17 through the end of the season.

Snowline Hospice is a community-based nonprofit organization located in El Dorado County, California. The mission of Snowline Hospice is to meet the unique physical, emotional, and spiritual needs of people as they approach the end of life. Hospice care enhances the living, comforts the dying, and supports the grieving with compassion and dignity. Snowline Hospice serves the Western Slope of El Dorado County and Folsom

Sierra-at-Tahoe Resort: Part of the Solution

Known for its wind-protected slopes, incredible tree skiing, family programs and parks and pipes that are among the best in the nation, Sierra Resort is committed to being part of the solution to environmental conservation. Environmentally responsible operations that include parking spots reserved for guests driving hybrid vehicles and the use of eco-friendly cleaning products resort-wide let our guests know that we care about the land around us as much as they do. We have also partnered with the Bonneville Environmental Foundation and the National Forest Foundation to offer our guests a convenient way to offset their greenhouse gas emissions.

The closest major resort to Sacramento, Sierra-at-Tahoe Resort is located just 12 miles west of Lake Tahoe and receives an annual average of 480 inches of snowfall. For more information, visit www.SierraAtTahoe.com or call 530.659.7453.

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