

For Immediate Release

CONTACT: Steve Morris

Phone: 530.414.4288

Email: steve@northtahoeplayground.com

What's Going on in North Tahoe? There's an App For That

Truckee, CA, November 17, 2011—Seven-year Truckee local Steve Morris is set to release a free smart phone app for the iPhone and Android phone platforms. As a bartender at 50-50, Pastimes, and Cottonwood, Steve has heard the question, “What’s going on tonight?”

He heard it enough times from friends and bar patrons alike that he decided to do something about it. His solution was to design a phone app and website geared to enable locals and tourists alike to have a comprehensive and interactive list of what’s happening in North Tahoe every night at no cost to the user.

“Let’s face it—there is a lot going on in the North Tahoe area year round and no one likes to miss a good party, a good deal, or a good event,” Steve said. “That’s why we’re here—to help you enjoy Tahoe to its fullest potential.”

Local businesses have taken notice of the advertising potential the app has to offer. Old 40 Kitchen and Grill owner Brett Fite has decided to advertise with North Tahoe Playground. “We have so many customers walking in with their smart phones,” he said. “We felt it was important to utilize the North Tahoe Playground app to reach our tech-savvy clientel.” Tom Marrin from Full Belly Deli had this to say in regards to becoming involed, “North Tahoe Playground is going to be big, and we want to be a part of it!”

But businesses aren’t the only ones who stand to benefit from the app. Steve is also working on setting up exclusive deals for app users from advertisers. Enter www.Northtahoeplayground.com in your Internet browser and explore a comprehensive guide to events, happy hours, and hangouts in the North Tahoe area. Take the information with you via your smart phone by going to the App Store or Android Market and search for “North Tahoe Playground.” Both the app and the site will help guide you on the right path for whatever your mood: cheap drinks while you’re in Kings Beach or a breakfast place in Incline Village along with directions to the front door.

So check the App Store or Android Market and give the North Tahoe Playground a try. It’s free, it saves you money and it keeps you “in the know” with Tahoe.

Northtahoeplayground.com for the website

or

Search: North Tahoe Playground in the App Store or Android Market.