



For Immediate Release

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North Lake Tahoe Business Associations announce Annual Shop Local Contest *Buy Local this Holiday Season, Support the Local Economy and Win Great Prizes!*

(December 5, 2011) - **Shop Local & Win Prizes!** Support the North Lake Tahoe business community this holiday season by participating in the 5th Annual Shop Local Contest through December 31st for a chance to win the Grand Prizes, a Tahoe Dave's \$500 Gift Certificate and a 2-Night Stay at Shooting Star Bed & Breakfast and other great prizes from local businesses and organizations including 2012 North Lake Tahoe event tickets and lots more!

It's easy! Pick up a free Shop Local Contest Card at participating businesses and start shopping. For every \$20 spent at participating retailers, you'll receive a sticker for your contest card. Every purchase gets you closer to winning.

Contest Cards are available at 99 Cent Store, Alpenglow, As You Wish, Boneteria Rosita, Dead Sea Warehouse, Dress The Part(y), Geared for Games, Hemming's & Jarret, Incline Cleaners, Incline Jewelry, Incline Spirits, Inside Outfitters James Harold Galleries, Jason's Beachside Grille, Kalifornia Jean Bar, Kings Beach Liquor, Lake Tahoe Lock Shop, Lake Tahoe Specialty Stove & Fireplace, Lather & Fizz Bath Boutique, Lauren's Garden, Mumbo's Mountain Outfitters, Naturamed, North Lake Auto Parts, North Tahoe Business Association See's Candy Store, Potlatch, Rainbow Doorways, Ruffles & Ruffnecks, Scraps, Shooting Star B&B, Seasons, Sierra Shirts & Shades, Sports Tahoe, Susie Scoops, Sweet Peas, Tahoe Dave's, Tahoe Mountain Sport, Taneva Auto Parts, The Robin's Nest, The Store, Transformations Salon, Village Meats, Vista Gallery, Waterman's Landing, and Wolfdale's.

New this year, contest cards with 13 stickers or more will be eligible for the Grand Prize drawing. Non-winning contest cards from the Grand Prize drawing and all other contest cards with three or more stickers are eligible to win additional prizes.

For Shop Local Contest participating businesses and prizes visit <http://www.northtahoebusiness.org/>, <http://www.visittahoecity.com>, and <http://www.visitinclinevillage.com/>. Check back often as updates may be added. For more information, call the Tahoe City Downtown Association (530) 583-3348 or the North Tahoe Business Association (530) 546-9000.