

Leading Social Media and Travel Executives to Speak at Tahoe Snowcial 2011

Lake Tahoe, Calif./Nev., August 24, 2010 -- The worlds of digital storytelling, snowsports and technology will converge on Heavenly Mountain Resort January 6 - 9, 2011 for Tahoe Snowcial (www.tahoessnowcial.com), a winter festival of technology and snowsports, to unite and celebrate a global community of enthusiasts who live their passion on the snow and tell their stories online.

The Snowcial Organizing Committee has announced the program and a partial lineup of speakers for the third annual Tahoe Snowcial, which brings together thought leaders and experts in technology, social media and snowsports to spark new ideas for the future, link networks, passions and turns. Dave Morin, co-founder and CEO of Path, and co-founder of the Facebook Platform and Facebook Connect, Josh Williams, CEO of Gowalla, Rob Katz, CEO of Vail Resorts and David Norton, CMO of Harrah's Entertainment will share their success stories and online innovations. Recording artist and entrepreneur M.C. Hammer will also make a special appearance. An event that's one part theory and three parts practice, Snowcial provides an on- and off-mountain atmosphere where opportunities for personal and professional development flourish.

More Information: www.tahoessnowcial.com.

Held January 6 - 9 at Heavenly Mountain Resort and Harveys Resort Casino, Lake Tahoe serves as an incredible backdrop for Tahoe Snowcial 2011. The event is designed for any and all technology, social media and snowsports enthusiasts looking to connect with other brands in the changing digital landscape.

In addition to the half-day conference, Tahoe Snowcial 2011 also offers three days of skiing or snowboarding at Heavenly Mountain Resort, two headline concerts at Harveys Resort Casino, a welcome reception, two dinners, a lunch, a breakfast and networking opportunities galore. Register now at www.tahoessnowcial.com. Early-bird rates end October 1, 2010.

Called the Sundance for the Facebook generation, Tahoe Snowcial is the most significant event for connecting the connected snowsports enthusiast.

Call for Papers

Do you have a snowsports-inspired technology or social media story that needs to be heard? Submit a speaker proposal at <http://www.tahoessnowcial.com/speakers/speaker-submissions/>. The deadline to receive the proposal is September 30, 2010. Speakers will be notified shortly thereafter.

Sponsorship Opportunities

For sponsorship information, contact Heavenly Mountain Resort Director of Communications Russ Pecoraro at rpecoraro@vailresorts.com.

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