

LTN tidbit 26: Giving back when and where we can



May is 31 tidbits about Lake Tahoe News month.

LTN tidbit No. 26:

Giving back to the community is important to *Lake Tahoe News*.

Sometimes it comes in the form of helping out while we are on assignment – like raking pine needles at Valhalla, or picking up trash on Coastal Cleanup Day. It's a form of multitasking.

We also partner with nonprofits to tease their event a bit while giving away tickets so the public can go without paying – to things like Barton's Festival of Trees and Lights and Soroptimist's wine tasting.

Substantial discounts have been offered to most local nonprofits when it comes to advertising. This allows them to get their message and keep more of the revenue for their cause.

In January 2012, *Lake Tahoe News* had a monthlong promotion called Random Acts of Kindness where people were encouraged to do nice things for others. Local businesses generously donated prizes for this.

Later this year *Lake Tahoe News* plans to sponsor one of the

meals for Bread & Broth.

We don't do these things for praise. Giving is reward enough.
We just hope to be able to do more in the future.

Here is information about becoming a paid subscriber.