Cycling video promotes Tahoe-Reno as destination

Team Tahoe, a local nonprofit, has produced a series of eco-tourism videos promoting bicycling in the Tahoe-Reno region as part of its eco-friendly initiative.

The first video, Bike Tahoe: One Place. Many Paths is a collection of popular bike rides highlighting mountain biking, road cycling and bike path cruising in the region.

The purpose of this video, and the subsequent ones, according to Ty Polastri, executive producer, “is to provide local businesses with a live brochure they can use to connect with their customers in a new and exciting way. For many businesses, this video features bike rides near their business and makes a logical and compelling proposition for how visitors and their customers can conveniently shop, play or stay at their business without the reliance of an automobile.”

Businesses can download or embed the video on their website, blog, or include it in the email newsletters with no restrictions.