

Reno Tahoe USA All Seasons-One Thousand Reasons

Information about this video

Stan Can design has worked in partnership with the Reno-Sparks Convention & Visitors Authority to create several campaigns and projects covering the full scope of design and advertising over the years. In this campaign video, a voiceover describes all the ways Reno has plenty to offer no matter the time of year.

VO = Voiceover

Video Transcript

[Transcript begins at 0.13]

(VO) In life, there are those who spectate and those who participate. This is a story about a place for those who approach life in the upright position. A place for those whose list of passions runs deep. Welcome to Reno Tahoe, USA.

There's a certain swagger to Northern Nevada that pays no attention to the clock. Whatever the season, whatever the reason — there's something going on. And an energy in the air that reminds you that you are very much alive.

There's one city with a river in its heart, and right next door, another city with a love of sports and activities of all kinds. Collectively, Reno and Sparks have a way of turning any time into play time.

A spectacular 30-minute drive from Reno is Lake Tahoe. In a land of sun, sky, mountains, and water, no other lake is more adept at dropping jaws than the treasure known as Tahoe. It's no wonder Lake Tahoe was recently voted America's Best Lake by the readers of *USA Today*. Where the Sierra gives way to the desert, Reno Tahoe's journey reveals adventures that are raw, thrilling, and authentic.

In the archives of America's fascination with Western lore, one town takes top billing: Virginia City. A rowdy remnant of what once was the richest city in America — and whose wild ways are still very much in evidence. A short drive over the Comstock Lode brings you back to our home base for today's adventure: Reno, the Biggest Little City in the World. Here, and in Sparks — Reno's nearby neighbor — the list of ingredients for a good time runs deep. Especially when the sun goes down and the city lights up.

When the sun rises on another day, reach for your list of life to-do's, and head out for those places and moments where you'll find your passion. In Reno Tahoe, USA: all seasons — a thousand reasons. **Visit renotahoe.com.**