



## FOR IMMEDIATE RELEASE

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### **China Peak Hosts First-Ever Central Sierra Resiliency Fund “Hero Day” In Partnership with Tioga-Sequoia Brewing Company to Honor Creek Fire First Responders**

*First Responders benefit from a special China Peak ski day and a portion of the proceeds  
benefit the Central Sierra Resiliency Fund*

**SHAVER LAKE, CALIFORNIA – MARCH 5, 2021...** The Central Sierra Resiliency Fund and China Peak Mountain Resort will host their first-ever “Hero Day” in partnership with Tioga-Sequoia Brewing Company (Tioga-Sequoia) where 20 percent of sales from First Responders’ discounted purchases will benefit the Central Sierra Resiliency Fund (Resiliency Fund) to honor First Responders, many who worked on the frontline of the devastating Creek Fire, California’s largest single wildfire in recorded history. “Hero Day” takes place on Friday, March 19, from 9:00 a.m. to 5:00 p.m. at China Peak Mountain Resort.

First Responders will be able to enjoy a day on the mountain with premium lift tickets, ski/board rentals and lessons for their immediate family at a Hero Day rates. Guests will experience live music on the Day Lodge deck and \$2 from every pint of Tioga-Sequoia’s “Forest Strong” beer poured on Hero Day will benefit the Central Sierra Resiliency Fund to support ongoing recovery and revitalization efforts to the region following the Creek Fire.

“We are excited to partner with the Central Sierra Resiliency Fund to host the first-ever “Hero Day” to give first responders a well-deserved thank you for serving and protecting our region daily. Their actions in the face of the Creek Fire were remarkable.” said Tim Cohee, CEO and Managing Partner of China Peak Mountain Resort. “We thought it would be a great opportunity to honor Creek Fire first responders while also supporting the Central Sierra Resiliency Fund’s ongoing effort to help revitalize and rebuild our mountain communities.”

First Responder exclusive discounts include: *(with official and active I.D.)*

- \$25 ski lift tickets (over 75% savings), \$25 equipment rentals (over 50% savings) and \$25 group lessons (over 50% savings).
- The Inn at China Peak is offering a 40% discounted rate for lodging on Thursday, March 18. Call (559) 233-2500 to make a reservation.
- California First Responders include: Forest Service; California Highway Patrol (CHP); Fresno and Madera County Sheriff’s Officers; Municipal Fire Departments; Cal Fire; EMT; and Municipal Police Departments.

“On March 19, we look forward to focusing on the critical work of first responders and raising a glass of Tioga’s “Forest Strong” beer in honor of all of those who have endured the Creek Fire, together our communities are the true definition of resilient,” said Jakki McDonald-Pucheu, Chair of the Central Sierra Resiliency Fund Council. “Having the community come together to enjoy our beautiful mountains and forests for a day like ‘Hero Day’ furthers the goal of the Resiliency Fund to get people living, working and recreating in the region again.”

The Resiliency Fund supports the revitalization of the central Sierra Nevada forests and communities through land restoration, local stewardship and community recovery efforts. The Resiliency Fund team is currently focusing on expanding community education for those affected by the Creek Fire through in-person workshops with experts and online resources. The group is actively collaborating with communities and expert groups to put on soil stabilization on the mountain and has launched a Seedlings of Hope tree planting campaign to begin the reforestation efforts.

Following the Creek Fire, Tioga-Sequoia brewed “Forest Strong” to show the passion and dedication they have for the local Sierra National Forest. Forest Strong is available to purchase at local retailers or [here](#). Through the “1% for the Planet” network, Tioga-Sequoia has pledged to direct one percent of annual sales membership to benefit the Resiliency Fund for the next five years.

To learn more about Central Sierra Resiliency Fund’s “Hero Day’ at China Peak, visit <https://museumofthesierra.org/heroday>.

### **About Central Sierra Resiliency Fund**

The Central Sierra Resiliency Fund is held with the Central Sierra Historical Society and Museum, Inc. who along with community members and professionals make up the Resiliency Council responsible for stewarding financial resources to reforest, rebuild and boost community revitalization efforts in the wake of the devastating Creek Fire that became a blaze on September 4, 2020. The Council is partnering with other local, state, and national organizations to secure resources to empower the mountain community to get people living, working, and recreating on the mountain again. The Resiliency Fund supports Creek Fire recovery efforts in communities within the vicinity of Fresno County’s central Sierra region including, but not limited to, Huntington Lake, Lakeshore, Big Creek, Shaver Lake, Pine Ridge, Meadow Lakes, Alder Springs, and Auberry. Learn more at <https://museumofthesierra.org/resiliencyfund/> follow the Resiliency Fund on Facebook (@sierraresiliencyfund) and Instagram (@resiliencyfund).

### **About China Peak Mountain Resort**

China Peak Mountain Resort is located only 65 miles northeast of Fresno at scenic Huntington Lake in the Sierra National Forest. The mountain has 1,679 feet of vertical with a base elevation of 7,030 with a peak of just over 8,700 feet. The resort offers seven chairlifts, a T-bar and three moving carpets for the beginner skiers and snowboarders. Locally owned and operated, China Peak Mountain Resort provides a big Sierra experience close to home - with total acreage, elevations, vertical rise and terrain comparable to many Lake Tahoe resorts. Learn more at [www.skichinapeak.com](http://www.skichinapeak.com).

### **About Tioga-Sequoia Brewing Company**

Tioga-Sequoia Brewing Company was founded in 2007 with the mission of producing world class beers that could bring awareness and resources to the preservation of the Southern Sierra Nevada mountains in California. Their beers and brands reflect the greatness of the region they brew. Tioga-Sequoia Brewing Company highlights the beauty of the Southern Sierras that run along the Eastern side of the San Joaquin Valley that include landmarks such as Yosemite National Park, Sierra National Forest, Sequoia National Park, Kings Canyon National Park and Sequoia National Forest. Learn more about Tioga-Sequoia Brewing Company at <https://tiogasequoia.com>.

### **Attachments:**

- Central Sierra Resiliency Fund Logo
- China Peak Logo
- Tioga-Sequoia Brewing Company Logo