



**FOR IMMEDIATE RELEASE**

**CONTACT:**

**Sahara Saude-Bigelow**

**sahara@sierrahistorical.org | C: 559.567.5854**

**Local Group Raises Additional Funds to Make First Annual Hero Day ‘Free’ for First Responders**

*Central Sierra Resiliency Fund’s “Hero Day” is a community event in partnership with China Peak and Tioga-Sequoia Brewing Company to honor Creek Fire First Responders and support ongoing recovery and revitalization efforts.*

**SHAVER LAKE, CALIFORNIA – MARCH 24, 2021...** When a local group of avid skiers and cabin owners in the Shaver Lake area heard about the first-ever Central Sierra Resiliency Fund “Hero Day” at China Peak, they wanted to help further. As a result of independent fundraising, lift tickets for first responders will be even less than the unprecedented \$25 special Hero Day rate – they will be free. To date the group, calling themselves “Friends of Hero Day”, have fundraised through individuals to make the first 175 first responders’ lift tickets of the day free. The group will continue outreach and fundraising with the hope to raise additional funds before the event Friday, March 26 from 9:00 a.m. to 5:00 p.m. at China Peak.

The founder of “Friends of Hero Day” Brian Nichols said, “Our homes and cabins are still here because of these men and women. When everyone else was leaving the area because of the fire, these people stayed and worked through it. We wanted to give something back to say thank you.”

The first 175 first responders will receive free lift tickets on March 26 and thereafter, tickets, ski/board rentals and lessons for first responders and their immediate family at the \$25 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. The first 50 pints of Tioga’s Forest Strong will also be free thanks to an anonymous donor.

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 25. Call (559) 233-2500 to make a reservation.
- California First Responders include: Forest Service; California Highway Patrol (CHP); Sheriff’s Officers; Municipal Fire Departments; Cal Fire; EMT; and Municipal Police Departments.

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

This event is held in partnership with Tioga-Sequoia Brewing Company) where 20 percent of sales from first responders' discounted purchases will benefit the Central Sierra Resiliency Fund.

**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 Central Sierra 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. The Fund is held through the Central Sierra Historical Society. 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>.