



*For Immediate Release*

## **Tahoe Donner Welcomes Christina Schwartz as Director of Marketing and Member Relations**

**Truckee, Calif. (Aug. 22, 2017)** – Christina Schwartz has been named director of marketing and member relations at Tahoe Donner Association. Schwartz joins the Tahoe Donner team with a robust brand marketing background, leading GoPro Inc.'s brand as vice president of brand and creative services.

For seven years, Schwartz contributed to GoPro's branding and business growth, helping the company soar from \$64 million to \$1.3 billion. She earned several accolades during her tenure, including AdWeek Brand of the Year, IAC Best Digital Campaign and Free Skier Best Ad of the Year, to name a few.

Prior to GoPro, Schwartz co-founded SPROUT, LCC, a brand and product strategy firm that helped businesses in the Bay Area with a wide variety of specialty services, including go-to-market strategy, branding, UX, print, web, interactive, event, product and environmental design. Schwartz secured multiple top name clients at SPROUT, including the Bill and Melinda Gates Foundation, SFSPCA, and IronRidge Solar.

"Christina comes to us with nearly 20 years of creative marketing experience, and a passion for our mountain lifestyle at Tahoe Donner," said Robb Etnyre, Tahoe Donner general manager. "I know Christina will help grow and improve our membership and customer engagement continuing to make Tahoe Donner an amazing place for many generations to come."

As the director of marketing and member relations, Schwartz will be responsible for leading the development of strategic engagement campaigns, sales, membership and public relations, communications, member services and the alignment of all these elements with Tahoe Donner's vision.

"I'm really excited to join the community and the team, and to help drive the vision of the association," said Schwartz. "When I first visited Tahoe Donner, I was amazed by the diversity of offerings and activities available to members and guests. I fell in love with the Alder Creek Adventure Center last winter. The entire community is so unique. I look forward to working with Tahoe Donner stakeholders in delivering a world-class experience to its customers."

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**About Tahoe Donner:**

Tahoe Donner is one of America's largest homeowner's associations, with nearly 6,500 properties and 25,000 members enjoying over 7,300 acres in the Sierra Nevada. Located 18 miles from Lake Tahoe in Truckee, California, Tahoe Donner operates a wide variety of recreational facilities, including an award-winning championship golf course, a family-friendly downhill ski area, and a renowned cross country ski area with a newly constructed, state-of-the-art base lodge—all of which are open to the public. In addition, Tahoe Donner operates several member-only facilities, such as a beach club marina, recreation center and pools. These amenities can be explored in detail at [Tahoedonner.com](http://Tahoedonner.com).

For more information on Tahoe Donner and its recreational facilities and events, visit [tahoedonner.com](http://tahoedonner.com) or call 530-587-9400. 'Like' Tahoe Donner on [Facebook](#) and follow on Twitter @tahoedonner and Instagram @TahoeDonnerAssociation.

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