Heavenly Mountain Resort, Keep Tahoe Blue, Arts and Culture El Dorado Unveil Gondola Art Activation to Inspire Sustainable Transportation at Lake Tahoe

Through Vail Resorts' EpicPromise, Heavenly is providing a $100,000 multi-year grant to support sustainable transit solutions



SOUTH LAKE TAHOE, Calif. — June 9, 2026— Heavenly Mountain Resort, Keep Tahoe Blue, and Arts and Culture El Dorado are partnering to introduce a new gondola art activation designed to spotlight sustainable transportation and help protect the natural beauty of Lake Tahoe.

A newly designed Gondola cabin wrap created by Tahoe City-based artist Bryn Merrell will be unveiled to the public on June 17, inspired by the Emerald Bay Shuttle; a transit solution offering visitors and residents an easy way to access one of Tahoe's most iconic destinations without having to negotiate traffic and parking themselves, and while sparing the lake from car-related pollution. The highly visible Gondola cabin at one of the region's most iconic locations will serve as a call to action for guests to rethink how they travel in the region.

"This activation represents the power of community partnership and a shared vision to protect and promote the beautiful places where we live and recreate in Lake Tahoe and beyond," said Peter Disch, vice president of mountain operations at Heavenly Mountain Resort. "We are committed to sustainable tourism and to working alongside organizations like Keep Tahoe Blue and Arts and Culture El Dorado to create meaningful solutions. By encouraging guests to embrace shared transportation, we can help preserve Lake Tahoe for future generations while enhancing the community and visitor experience today."

The wrapped Gondola cabins will also feature interactive signage with QR codes, encouraging visitors to choose shared transportation options and turn inspiration into action.

Keep Tahoe Blue's vision for sustainable transportation solutions, shared under the name Car-Free, Care-Free Tahoe, is supported by Heavenly, through Vail Resorts' EpicPromise, which has committed a $100,000 multi-year grant to help reduce traffic congestion, lower tailpipe emissions, and reduce erosion-related runoff in the Lake Tahoe region. A Car-Free, Care-Free Tahoe means parking your car only once and getting wherever you want to go in Tahoe without it, using a clean, connected system of transportation options.

Together, the effort reinforces Keep Tahoe Blue, Arts and Culture El Dorado, and Heavenly's broader commitment to environmental stewardship while creating a community-driven platform to advance sustainable transportation across the Tahoe Basin.

"It's so much easier to enjoy Tahoe's beauty when you're not driving. The creative collaboration with Heavenly and Arts and Culture El Dorado makes that experience possible by supporting Lake-friendly transportation options like the Emerald Bay Shuttle," said Keep Tahoe Blue's Chief Strategy Officer Jesse Patterson. "The service

makes it possible for anyone to visit one of Tahoe's most iconic destinations without the stress of traffic or the lake-damaging pollution that comes with driving in our own cars."

To celebrate the launch, Heavenly will host an unveiling event on June 17 from 3–5 p.m. at the Blue Sky Terrace at the Observation Deck. This event is invite-only, but media are welcome to attend to cover. Also on June 17, the public is invited to stop by the base of the Gondola in Heavenly Village from 2-5 p.m. to meet several of Tahoe's sustainable transportation partners, explore interactive exhibits, and learn about all the lake-friendly ways to move around Tahoe.

This Gondola activation underscores a shared commitment to protecting Lake Tahoe, reducing environmental impact, and inspiring collective action through creativity, community, and innovation.

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