



For Immediate Release:

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Reno Declares Psychological Warfare Against Scrooge
2009 Reno Santa Crawl features more activities, budget lodging and airfare
for Reno Tahoe-area travelers; Proceeds go to charity, Bahumbugs not
welcome

RENO, NV (November 12, 2009)- One thing is likely to remain recession proof this holiday season- SANTA. On December 12, the eighth annual [Reno Santa Crawl](#) is expected to draw 5,000 people who will 'Join the Claus' in solidarity against holiday jeer-mongers and Scrooges everywhere on the streets of downtown Reno.

Event organizers for the crawl, the largest annual Santa gathering on the West Coast, are taking the North Pole to new heights by revealing an entire weekend of themed activities to rally the Santa-clad masses. With unprecedented daily rates at hotels and friends fly free [deals from Southwest Airlines](#), Santa has come early this year for the Reno Tahoe-bound traveler.

"This holiday season is an especially stressful time, and cancelled office parties have dampened spirits all around," says event founder and San Francisco tax-attorney-by-day Matt Goedert. "We organized new weekend activities in the spirit of 'the more the merrier,' and proceeds go to charity. There is something cathartic about it all."

Dubbed "Reindeer Games," the weekend of December 11-13 kicks-off Friday night with a **Santa Crawl Pajama Ball** at Reno's National Bowling Stadium. Revelers can unleash their inner Lebowski in the world-renowned 80-lane facility for a night of bowling, raffles, costume contests and more. Then, all day Saturday, **Santa Skiing** discounts and surprises abound at [Mt. Rose Ski Resort](#) for those dressed as America's Favorite Fat Man. The games come to head on Saturday night when over 45 bars, pubs, and casinos within a half mile radius in downtown Reno host a flurry of Red, White, and Beards for the eighth annual **Reno Santa Crawl** into the wee hours of the morning.

Beginning with only a handful of participants, the crawl has steadily grown each year. At the onset of the recession in 2008, organizers experienced a significant and unexpected surge when attendance doubled from 1,500 to 3,000 participants. This year, they are expecting close to 5,000.



Goedert, says hotel booking from the event website has begun earlier than ever, a clear indication of things to come. “This event is about pure celebration and not taking yourself too seriously, and I think that message resonates with a lot of people these days.”

In true holiday spirit, proceeds from the event go to the **Hashimoto Widows and Orphans Fund** for the families of fallen law officers of the Reno-Sparks area.

Links:

Website: www.RenoReindeerGames.com

You Tube Video: <http://www.youtube.com/watch?v=-8rGRMQIZ94>

Twitter: @SantaPubCrawl