



arcade game as well as flat screen television and other ideas mixing some old concepts with new and progressive designs and amenities. The room is scheduled for completion in April of 04..



"DVS supports snowboarding to the fullest, so when we heard about THE BLOCK we wanted to be a part of it to show our dedication to this lifestyle,...with the hotel being so close to the snow, slot machines and night clubs, how could we go wrong? Says Ricky Melnick of DVS Shoe Company. Finally, there's a cool place to stay while visiting a mountain town,... Bring your Aspirin! He adds.

"What,.. thought we wouldn't?!! Heh, you know we gotta have the ill-ass shoe company sponsorin' things around here to top everything off !! DVS is so damn down for the cause, it's retarded. They're crazy hyped to see things like this happening. A hotel where snowboarders are kings, and stuffy, old, uptight suit-wearin' complainers have no say?!! Sh*t, you know they're stoked to show love and support for what we're doin'. " says Marc Frank Montoya, owner and founder of THE BLOCK.

Other Signature rooms include Vivid Video, Transworld Snowboardng Magazine, Flow Bindings, Zoo York, Spy Optic, Section Outerwear, Roxy Clothing, and Jones Soda Co as well as Marc Frank Montoya. All sponsor rooms are scheduled for completion on or before June 2004. More information can be seen at www.blockattahoe.com .

THE BLOCK is located 1 block from the Heavenly Gondola in S. Lake Tahoe at 4143 Cedar Avenue, directly adjacent to Harveys, Harrahs and Caesar's Palace as well as the incoming convention center scheduled for 2005. Reservations can be made by calling 530.544.2936 or online at www.blockattahoe.com or virtualtahoe.com. Email is blockattahoe@aol.com

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