



## Diggnation Records Live Show from Reno-Tahoe, America's Adventure Place

**Online video and podcast personalities, Kevin Rose and Alex Albrecht, invite fans from across the nation to join them in Reno-Tahoe for a Diggnation weekend.**

**Reno, NV (March 15, 2006)** Remember the days when geeks carried calculators and pocket protectors? Well, those days are over. Geeks, today, represent a sophisticated and diverse population, connected across the globe with countless means of obtaining and consuming information. They carry mp3 players, never leave home without their mobile devices, use large amounts of bandwidth, have enormous appetites for information and constantly download shows and videos off of the internet.

Geeks also like to ski, snowboard, party and tune in each week to a popular online videocast and podcast called, *Diggnation*, a technology news program. The show and its fans are coming to Reno-Tahoe for what, Alex Albrecht, *Diggnation* co-host, recently described as, "...a friggin huge *Diggnation* weekend." Included in the weekend's events, will be a blackjack tournament at the Silver Legacy Resort Casino and two days of organized skiing at the Mount Rose Ski Resort. Fans and interested individuals are encouraged to attend.

*Diggnation* will record their show live from Rum Bullions inside the Silver Legacy Resort Casino at 7:00pm on Thursday, March 23 2006. For more information visit <http://visitrenotahoe.com/diggnation/>

### Why Reno-Tahoe?

*Diggnation* focused on Reno-Tahoe after interactive marketing agency, Twelve Horses, approached the producers about podcasting a live show in the area. "I am a big fan of *Diggnation*," said David LaPlante, CEO of Twelve Horses. "I was listening to a show, recorded in Tokyo, when I thought, why not Reno-Tahoe? Videocasting and podcasting are effective marketing tools for reaching and interacting with new audiences. The show offers credible exposure for Reno-Tahoe, and has the potential to introduce the area to the type of young, experienced working professionals we are trying to attract." Quick to respond, Reno-Sparks Convention & Visitors Authority, the Silver Legacy Resort Casino and Mt. Rose Ski Resort have jumped on board to help promote and organize the event.



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### About Diggation

*Diggation*, a technology news show with more than 150,000 subscribers, is one of the highest ranking video and podcasts available. Each week, Kevin Rose and Alex Albrecht discuss various technology news topics over beers, delivered to them from around the world. The topics are selected by online visitors who rank articles by, “digging,” meaning clicking on links listed on their website [www.digg.com](http://www.digg.com).

The show’s popularity is in large part due to its fun nature, the ability for the audience to influence the topics, the informed perspective of the show’s hosts, and the fact that subscribers can download the show directly to a portable player, like an iPod. The producers of *Diggation* have expanded upon their mobile concept by occasionally broadcasting from more interesting locations, in this case, Reno-Tahoe, a premier tourist destination.

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