

**Let's pretend** that there's this amazing, world-famous company that's considering moving to this wild, wonderplace you call home. Said move will bring hundreds of great-paying jobs and spark a renaissance of goodness that will put us on the world business map. All that's needed to seal the deal is a few choice words from you, dear neighbor. The essence of this place. What makes it tick. What defines it. Be irreverent, be surprising, be yourself. Make your pitch. **onegoodreason.org**

welcome to  
greater **reno**·**tahoe**

**can do**