

For Immediate Release
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Alpenglow Sports Winter Film Series #2: Adrian Ballinger and *Everest No Filter 2.0*

Alpenglow Sports is excited to announce the second installment of the 12th annual Alpenglow Sports Winter Film Series, presented by [davisREED Construction](#), with [Adrian Ballinger](#) and his show *Everest No Filter 2.0*. Join us at 7pm on Thursday, December 7th at Squaw Valleys' Olympic Lodge for this epic night of oxygen-less adventure at the roof of the world.

Everest No Filter 2.0 documents Adrian Ballinger and Cory Richards' second attempt to summit of 29,029-foot-tall Mount Everest without supplemental oxygen. The dynamic duo originally set out to conquer this peak in 2016, and while Richards made it to the top with no supplemental oxygen, Ballinger was forced to turn around just hours from the summit. This year, the pair set out once more, determined to get Ballinger to the summit sans oxygen. After significant preparation and acclimatization, the pair began their remarkable 43-hour summit push. This time, both Richards and Ballinger achieved their goal, joining the elite few who have summited Mount Everest without oxygen tanks. Fans across the globe were able to follow their trek on Snapchat (@everestnofilter) and Instagram (@adrianballinger and @coryrichards), giving them a live peak into what was happening on the slopes of the world's tallest mountain.

Thanks to breathtaking photography from National Geographic photographer, Cory Richards, and stunning videography from Esteban "Topo" Martinez, we can get a glimpse of what climbing without oxygen looks and feels like. Adrian Ballinger will join us for the night to give the inside scoop into what this year's trek meant to him, and how it felt to finally experience the summit of Mount Everest, unfiltered. Last year, Ballinger and Richard's show brought the roof down (literally), and while Richards will not be able to join us for this year's film series, we can't wait to see what Adrian's show will bring. Join us for this must see night of high altitude adventure.

The Alpenglow Winter Film Series is designed to inspire, motivate and educate the Lake Tahoe community. The series runs from November through February and is free to attend. Prizes from industry sponsors are raffled off at each show to raise money for local non-profits including: the Tahoe Backcountry Alliance, Sierra Avalanche Center, Tahoe Nordic Search and Rescue, the Tahoe Food Hub, the Humane Society of Truckee Tahoe and Squaw Dogs. Each show regularly raises \$6-8,000 for local non-profits, and to date the series has raised over \$120,000. Most importantly, attendees are exposed to the vital community initiatives of the hand-chosen partner non-profits. The beneficiary for Adrian's show is the [Sierra Avalanche Center](#).

Join Alpenglow Sports and Adrian Ballinger at Squaw Valley's Olympic Lodge on Thursday, December 7th at 7pm to experience Mount Everest, unfiltered. Doors open at 6:15pm and an early arrival is encouraged in order to assure good seating. [Fireside Pizza Co.](#) will be on-hand with delicious dinner offerings to enjoy before and during the show.

The Winter Film Series, your chance to step into the lives of some of the most inspiring athletes in the outdoor industry, is presented by [davisREED Construction, Inc.](#) Additional support for the event comes from [Sierra Nevada Brewing](#) , [The Rice Team Residential Financing](#), [101.5 FM KTKE Truckee Tahoe Radio](#), [Mt. Lincoln Construction, Inc.](#), [Aegis Insurance Markets](#), [Hiball Energy](#), [TAHOEMADE ATTIRE](#) and [Planet Granite San Francisco](#).

About Adrian Ballinger:

[Adrian Ballinger](#), owner of internationally acclaimed guide company, [Alpenglow Expeditions](#), is not only a world-class mountaineer, but also an entrepreneur, and professional speaker. He initially achieved high-altitude mountain-fame as the only American to ski two 8,000-meter peaks. He is also the first person to summit three 8,000-meter peaks within a three-week period. Ballinger is a sponsored athlete and the only American guide to have both AMGA and IFMGA guide certifications. He brings his mountaineering experience to the business world, "Running a business is a lot like climbing a mountain."

About the Alpenglow Sports Winter Film Series:

Established in 2006, the Alpenglow Sports Winter Film Series is a free event designed to motivate, inspire and educate. Held in Squaw Valley, California, the Winter Film Series is a five-part series that showcases one show per month from November through February. Each show packs the house at Squaw Valley's famous Olympic Village Lodge with over 600 attendees. Past speakers include [Lynn Hill](#), [Jeremy Jones](#), [Tommy Caldwell](#), [Chris Davenport](#), [Alex Honnold](#), [Emily Harrington](#), and more. Since it's inception, the Winter Film Series has raised well over \$120,000 for various non-profit groups within the Lake Tahoe region. While each show is free, Alpenglow Sports uses product donated by the sponsors of each presenter in order to sell raffle tickets. 100% of proceeds are given to the associated non-profit to utilize in their community endeavors.

About Alpenglow Sports:

[Alpenglow Sports](#) is an original California Mountain Shop that for over 37 years has provided locals and visitors with inspiration, local knowledge, and the best equipment to enjoy the great outdoors. Based in Tahoe City, Alpenglow Sports takes pride in being community-minded and socially and environmentally responsible in order to ensure Lake Tahoe stays one of the best places to play, visit, and live in California. For additional information, please contact Brendan Madigan at Alpenglow Sports (530) 583.6917 or brendan@alpenglowsports.com.