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*Supporting Higher Education and Cultural Enrichment in the Eastern Sierra*

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**DaveMcCoyPhoto.com:  
The online photo journal of Eastern Sierra skiing pioneer, Dave McCoy**

Mammoth Lakes, CA – When Dave McCoy retired from Mammoth Mountain Ski Area, after spending more than 50 years building the resort from the ground up, he turned to photography as his next adventure. The Eastern Sierra skiing pioneer has recently started a new blog website at DaveMcCoyPhoto.com to share his love of photography and the Eastern Sierra. The blog pairs Dave’s commentary with unique Eastern Sierra landscape and wildlife images.

“... Dave’s commentary adds a new dimension to the experience. I feel as if I am on the journey with him. Thanks for the treat,” says one guest to DaveMcCoyPhoto.com.

Beginning in the 1930s, Dave used a Leica camera to document the early days of Mammoth. Upon his departure from the ski resort, Dave’s longtime friends gave him a camera that defined his post-management years and gave his passion for life a new outlet. A longtime motorcycle enthusiast, bike rider, and backpacker, Dave now spends much of his time traversing the Eastern Sierra on Rhinos (all-terrain vehicles) and shooting photos with his wife, Roma.

Brandon Russell has assisted Dave since 2005. Their partnership includes photo organization, professional printing, framing, archiving, and photo production. Dave and Brandon run a print lab from the McCoy’s ranch in Bishop where local painter and builder Randy Myers makes frames by hand for Dave’s prints. Dave sells his best work at the Mammoth Ski Museum and at several businesses in Bishop and Mammoth. All proceeds are donated to the Mammoth Lakes Foundation.

“The family and the community were always a big part of our success...” Dave says. “It shows that no man does anything alone. Now, my camera’s eye keeps making the Eastern Sierra a place for all of us to enjoy.”

DaveMcCoyPhoto.com shares Dave’s love of photography while raising money for the Mammoth Lakes Foundation through the sale of his vintage Mammoth and present-day Eastern Sierra prints. To purchase one of Dave’s signed and framed prints please visit DaveMcCoyPhoto.com, stop by the Mammoth Ski Museum, or call 760.934.6592.

All money raised through Dave’s photography goes directly to supporting higher education and cultural enrichment in the Eastern Sierra. The Mammoth Lakes Foundation’s recent successes include supporting Cerro Coso Community College, which is experiencing record enrollment, creating a state-of-the-art student apartment facility, and providing scholarships to 45 local students for the 2009/10 school year.

*The Mammoth Lakes Foundation is dedicated to supporting higher education and cultural enrichment in the Eastern Sierra. For more information or to make a tax deductible donation please contact the Foundation at (760) 934-3781 or visit [www.mammothlakesfoundation.org](http://www.mammothlakesfoundation.org). Our nonprofit work is only possible through your generosity.*

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