



FOR IMMEDIATE RELEASE

Restoring the Lake Depths Foundation Welcomes Kevin 'Coop' Cooper as Director of Communications and Public Relations

Zephyr Cove, NV – April 20, 2024 — The Restoring the Lake Depths Foundation (RLDF), a 501(c)(3) non-profit organization based in Nevada, is thrilled to announce the appointment of Kevin 'Coop' Cooper as its new Director of Communications and Public Relations. Coop will also continue in his role with the California Mountain Resort Company, bringing a wealth of experience and a dynamic approach to his new position at RLDF.

About Kevin 'Coop' Cooper

Kevin 'Coop' Cooper is an accomplished executive with over twenty years of experience in the resort, hospitality, and outdoor recreation industries. He has built a reputation for his strategic brand development, revenue enhancement, and crisis communications expertise. A former Aviation Survivalman and Rescue Swimmer with the United States Coast Guard, Coop's leadership is deeply influenced by his commitment to service and excellence.

Professional Journey and Media Presence

As a respected voice on major national and regional media outlets, including the Weather Channel, FOX Weather, FOX KTVU2, NBC Bay Area, and KCBS Radio, Coop has enhanced public safety and participation in outdoor activities through his expert commentary. At the California Mountain Resort Company, he has successfully led communications efforts and now looks forward to furthering the mission of the Restoring the Lake Depths Foundation.

Commitment to Environmental Stewardship

An avid outdoorsman, Coop's passion for skiing, surfing, and Sierra adventures drives his professional and personal life. His role as a board member at the [Kirkwood Ski Education Foundation](#) and other environmental and community boards demonstrates his dedication to promoting environmental health and outdoor sports education.

A New Chapter at RLDF

"I am incredibly excited to join the Restoring the Lake Depths Foundation and contribute to protecting the fragile ecosystems in the Basin and throughout the region," said Cooper. "It's an honor to apply my skills in a field I'm so passionate about, working alongside a team equally committed to making a significant environmental impact."



A Warm Welcome from the Foundation

Lindsay Kopf, the Founder and Executive Director of the Restoring the Lake Depths Foundation, expressed enthusiasm about Coop's appointment: "We are ecstatic to have Coop join our team. His extensive communications background, his contagious energy, and his commitment to environmental advocacy make him the ideal leader to help us advance our mission. Coop's influence will be instrumental as we engage more deeply with our community and stakeholders."

Support Our Efforts to [Keep Lake Tahoe Blue](#):

Join us in making a significant environmental impact with your time and contributions. We invite you to:

Volunteer: Participate in our cleanup events and contribute to the health of our lakes.

Donate: Support our initiatives financially to help us expand our reach and improve our technologies for lake preservation.

For more details on how you can get involved, visit our website at Restoremylake.org or contact Coop using the details provided below.

Media Contact:

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About Restoring the Lake Depths Foundation

The [Restoring the Lake Depths Foundation](#), a certified 501(c)(3) non-profit organization, is dedicated to restoring and preserving the ecological health of lake environments. Through innovative cleanup projects and robust community engagement, RLDF aims to ensure the sustainability of water bodies for future generations.