



****MEDIA ADVISORY****

PLAYCATION MEDIA TOUR FRIDAY, OCTOBER 16 11 A.M. TO 1 P.M.

Interviews and photo/video opportunities with participating business owners, Downtown Vegas Alliance, DTP Companies, and RTC. RSVP requested.

WHAT: The Playcation campaign, an initiative spearheaded by the Downtown Vegas Alliance and DTP Companies/Explore DTLV app to support businesses by drawing locals to the heart of the city for fun and safe day-trip vacations, is entering its third week of the promotion that runs until December 15. **Media are invited any time between 11 a.m. and 1 p.m. to tour select participating businesses to experience each location as a “playcationer” would and to speak directly to the owners about what they are offering, why they are participating and the importance of locals supporting locals in Las Vegas’ economic recovery.** Sample Playcation offerings, interviews with business owners and/or representatives, and video/photo opportunities are available at each tour location. In addition, Downtown Vegas Alliance and DTP Companies representatives as well as a representative from the Regional Transportation Commission of Southern Nevada (RTC) also will be available for interviews.

Please note, RSVP is requested. Face masks and information will be distributed at media check-in located at the El Cortez valet.

WHEN: **Friday, October 16 from *11 a.m. to 1 p.m.**
***Media check-in at El Cortez valet opens at 10:45 a.m.**

PARKING: Complimentary parking at El Cortez valet, 600 E. Fremont, Las Vegas, NV 89101

WHERE: **Tour Location/Playcation Offer(s)**
El Cortez Parlour Bar / \$10-\$1,000 in free slot play and buy one drink, get one free
RTC Bike Share Fremont & 7th Streets / 50% off 24-hour passes for first 100 people
Downtown Terrace / Purchase any food item \$10 or more, get a free drink
Oak & Ivy / \$6 Old Fashioned and Whiskey Sours

WHO: **Carolyn Wheeler**, Executive Director, Downtown Vegas Alliance
Megan Fazio, Spokesperson, DTP Companies
Brij Gulati, Director of Engineering, RTC
Adam Wiesberg, General Manager, El Cortez Hotel & Casino

RSVP: Lisa Robinson, 702.326.0334, lisa@twgpr.com

About PLAYcation:

[The Downtown Vegas Alliance](#) (DVA), a member-driven nonprofit business organization, and [DTP Companies](#), formerly known as Downtown Project, a \$350 million investment dedicated to the revitalization of Downtown Las Vegas, are partnering on an initiative designed to support small businesses in our community while giving locals multiple options to enjoy Downtown Las Vegas in

fun and safe ways. The “[PLAYcation](#),” campaign features [special offers and discounts](#) from 20+ businesses conveniently aggregated on the Explore DTLV app to draw locals to the heart of the city for day-trip vacations that may be completed in a few hours. For easy transportation while “playcationing,” rideshare service, Lyft, is offering \$25 in ride credits for the first 250 playcationers, and the Regional Transportation Commission (RTC) is offering 50 percent off 24-hour passes to the first 100 playcationers for its RTC Bike Share program, which has multiple stations in the downtown area.

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