



**FOR IMMEDIATE RELEASE**

March 16, 2006

**\*\*\*MEDIA ALERT\*\*\*MEDIA ALERT\*\*\*MEDIA ALERT\*\*\*MEDIA ALERT\*\*\***

**Las Vegas Launches Statewide California Campaign  
Targeting Businesses to Relocate to Southern Nevada**

**DATE:** Friday, March 17, 2006

**WHAT:** Nevada Development Authority to launch \$1.2 million statewide multi-media campaign targeting businesses to move to Las Vegas. The California Business Nut bus, with Las Vegas Mayor Oscar B. Goodman on-board, will make its stop in Los Angeles on Friday, March 17. Figueroa & 7<sup>th</sup> Streets will be the site for the event, which will also include street teams wearing TV T-shirts playing video segments that “size up” California’s business nut. Bags of peanuts that show “5 Ways to Lower Your Nut” will be handed out while a four-piece jazz band plays. During the entire multi-market bus tour, a 1/2 ton of peanuts will be given out.

The Campaign is in response to the large influx of California company inquiries looking to improve their bottom line by moving to Las Vegas.

**WHO:** The Nevada Development Authority President & CEO, Somer Hollingsworth, and other Las Vegas recruiters will be on hand to talk about how California companies can improve their bottom line by moving to Las Vegas.

Las Vegas Mayor Oscar B. Goodman will be on hand at the event to lend support to the NDA and Las Vegas in efforts to recruit California businesses to Southern Nevada. Mayor Goodman and Hollingsworth are available for interviews and will be on hand at the event on Friday, March 17 at Figueroa and 7<sup>th</sup> Streets.

Nevada Development Authority’s mission is to attract, retain and expand the business base and to enhance the overall socioeconomic development of Southern Nevada.

**WHERE:** Figueroa & 7<sup>th</sup> Streets  
Los Angeles, CA

**WHEN:** Friday, March 17, 2006  
11 a.m. – 2 p.m.

**For more information or interview opportunities, contact Preferred Public Relations & Marketing at 702-682-2584**

**CONTACT:**

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