



**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:** Thursday, March 16, 2006

**WHAT:** Nevada Development Authority launches \$1.2 million statewide multi-media campaign targeting businesses to move to Las Vegas. The California Business Nut bus will make its stop in San Diego on Thursday, March 16. Horton Plaza Square 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. 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:** Horton Plaza Square  
San Diego, CA

**WHEN:** Thursday, March 16, 2006  
11 a.m. – 1 p.m.

**For more information or interview opportunities, contact Preferred  
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