

For Immediate Release

June 11, 2015

**LAS VEGAS ICE DREAM TRUCK TAKES OVER TIMES SQUARE**

**WITH HELP FROM MODEL HANNAH DAVIS**

**AND STAR CHEF RALPH SCAMARDELLA**

*Las Vegas Kicks Off Vegas Season with Surprise Pop-Up and*

*Culinary Creations in New York City*

**Click to Tweet:** .@Vegas takes over #NYC when @hanni\_davis & @chefralphtao bring the #VegasSeason Ice Dream Truck to @TimesSquareNYC.

**NEW YORK** – Las Vegas brought the magic of Vegas Season to New York City today with a lively pop-up experience in the middle of Times Square. Crowds of onlookers were greeted by the equally vibrant and bubbly model Hannah Davis with specially-created alcohol-infused ice cream treats. In addition, renowned Corporate Executive Chef Ralph Scamardella from TAO and LAVO in Las Vegas served a selection of his specialty bite-sized culinary creations from the larger-than-life Las Vegas gold-plated Ice Dream Truck.

Vegas Season is the most wonderful time of the year, known as the season of living, and the perfect time to reward yourself with the ultimate adult getaway. Las Vegas is home to the world’s hottest pool parties, lavish nightclubs, A-list entertainment, as well as top-tier shopping and culinary experiences. Visitors to the destination can live it up in luxurious cabanas and bungalows while celebrity DJs spin the most popular beats poolside, or spend the day strolling through shopping meccas where fashionistas splurge on designer names or find deals at designer outlets. Things only get hotter when the sun goes down as nightclubs ramp up with the beats of Avicii, Tiesto, Kaskade and Calvin Harris. Visitors can also revel in a star-studded evening with talent provided by the likes of Mariah Carey, Celine Dion and many more.

Bringing Las Vegas to life was the striking and vivacious Hannah Davis, widely recognized for her recent appearance on the cover of the 2015 Sports Illustrated Swimsuit Edition. The budding cover girl has been a frequent visitor to Las Vegas, with recent appearances at the Sports Illustrated draft day viewing party, and making a splash by hosting her own Sports Illustrated fight weekend pool party.

“I love coming to Las Vegas any time of year, but for a summer getaway it is definitely the place to be,” Davis playfully shared. “Whether I’m lounging in the sun at the dayclubs, shopping at my favorite designer stores or dancing with my friends at the nightclubs I always have the time of my life there.”

Celebrated culinary extraordinaire Ralph Scamardella is both the corporate executive chef and a partner for top tier culinary outposts in both New York and Las Vegas. To showcase his renowned skills the master chef expertly prepared LAVO’s signature “larger than life” one-pound meatballs, a top selling hit at both of the restaurant’s locations. The LAVO meatballs were complemented by an array of the Ice Dream truck’s alcohol-infused sweet treats. The savory and sweet combination was a massive hit among guests who visited the truck, solidifying Chef Scamardella’s place among the top chefs who create delectable dishes on the Strip.

Vegas Season fans should keep their eyes peeled as the Las Vegas Ice Dream truck makes its way across the country. There’s no telling where it will stop next.

Making the season even sweeter, there will be 12 weeks of email sweepstakes for a chance to live large in Las Vegas. One lucky winner will be drawn each week starting June 17 for a variety of packages offered by iconic properties on and off the Strip, including ARIA Resort & Casino, Four Queens Resort and Casino, Hard Rock Hotel & Casino, JW Marriott Resort & Spa, Luxor Las Vegas, Mandarin Oriental Las Vegas, Palms Casino Resort, Planet Hollywood Resort & Casino, SLS Las Vegas Hotel & Casino, Treasure Island, The Venetian Las Vegas, Wynn Las Vegas and others. For additional details or to enter the sweepstakes, visit www.lasvegas.com.

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**ABOUT THE LVCVA**

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With more than 151,000 hotel rooms in Las Vegas alone and nearly 11 million square feet of meeting and exhibit space citywide, the LVCVA's mission centers on attracting ever increasing numbers of leisure and business visitors to the area. For more information, go to [www.lvcva.com](http://www.lvcva.com/) or [www.lasvegas.com.](http://www.lasvegas.com/)

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