 **Press Contact:**

Merideth Hagerty, R&R Partners

T: 702.318.4335

merideth.hagerty@rrpartners.com

**LAS VEGAS MAKES A COLORFUL SPLASH WITH INTERACTIVE BILLBOARD AT SAN FRANCISCO PRIDE PARADE**

*Destination Shows Support For LGBT Community with Vibrant Interactive Installation*

**Editor’s Note: Photo and video available at press.lvcva.com**

[**Click to tweet:**](http://ctt.ec/8X6EU).[@Vegas](https://twitter.com/Vegas) makes colorful splash at @SFPRIDE with interactive billboard featuring rainbow fashions [#LGBTPRIDE](https://twitter.com/search?q=%23LGBTPRIDE) [#Vegas](https://twitter.com/search?q=%23Vegas)  Link to Release: press.lvcva.com

**SAN FRANCISCO** – Las Vegas was loud and proud at the 2015 San Francisco Pride Parade on Sunday, June 28 with an interactive Pride-themed billboard. The billboard, located along the winding parade route, displayed a rainbow Pride flag hidden beneath an array of matching Las Vegas-branded metallic shorts, spanning the colors of the rainbow.

As the afternoon progressed, attendees of the parade reveled in the experience of fashion expression and snagged the billboard’s shorts as a chance to add Las Vegas flair to their Pride Parade wardrobe. In addition to the billboard experience on Sunday, Las Vegas showed their support for the LGBT community with an array of print advertisements, digital creative content and mobile messaging present throughout the weekend-long San Francisco Pride festivities. The same interactive billboard delighted parade attendees at Los Angeles Pride Parade on June 14.

As one of the top LGBT-friendly travel destinations worldwide, Las Vegas hosts a vast array of events for LGBT visitors to enjoy, including **Gay Days Las Vegas** from Sept. 8 – 14, **Las Vegas PRIDE** on Sept. 18 and 19, Lesbian-centered weekend-long event **Shedonism** Sept. 17 – 21, the **World Gay Rodeo Finals** at **South Point Casino & Spa** Oct. 9 – 11 and the **Prime Timers Worldwide Convention** from Oct. 11 – 14 at Luxor Hotel and Casino.

To learn more about Las Vegas LGBT special events or how to book a fabulous vacation, visit [www.LasVegas.com/GayTravel](http://www.LasVegas.com/GayTravel)

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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 150,000 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 or [www.LasVegas.com](http://www.LasVegas.com).

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