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New Year's Eve Fireworks Display to Launch from Seven Rooftop Locations Along the Las Vegas Strip

New mobile app allows revelers to follow countdown and music score

LAS VEGAS (December 17, 2015) — Officials from Las Vegas Events and the Las Vegas Convention and Visitors Authority (LVCVA) joined city leaders and Fireworks by Grucci today at Fashion Show's Plaza overlooking the Las Vegas Strip to announce the details for America's Party 2016, the citywide New Year's Eve Party planned for Dec. 31.

The firing locations include (from the south, heading north): **MGM Grand, Aria, Planet Hollywood, Caesars Palace, Treasure Island (TI), The Venetian and Stratosphere.**

A new mobile app designed by Fireworks by Grucci will allow revelers on the Strip to follow the countdown to midnight and listen to the synchronized music score during the performance. The app is available for both iPhone and Android devices by searching Fireworks by Grucci.

As a culmination to a full year of planning, Fireworks by Grucci has coordinated an 8 minute and 18 second performance. More than 11,000 electrical circuits have been programmed to launch with lightning speed and precision, delivering an intricate, synchronized display sequence from the seven Las Vegas Strip locations. Each circuit can display several light and color effects, resulting in more than 80,000 pyrotechnic firings during the performance.

The performance opens with ten seconds of dramatic pyrotechnics rising up from the Stratosphere Tower, as the clock counts down to midnight. Fireworks by Grucci will choreograph the one-of-a-kind performance with an exhilarating music mix. After the thrilling countdown to midnight and, for some, the traditional kiss to *Auld Lang Syne*, Grucci will launch its state-of-the-art performance, synchronized to its hit-filled *I'm On Top Of the World* music mix.

Revelers can enjoy the spectacular array of pyrotechnic flashes, salutes and rapid-fire aerial shells from locations across Las Vegas. This year, the soundtrack was inspired by the seven participating venues, and a special song will be dedicated to each, including *Hollywood* by Michael Jackson, *Treasure* by Bruno Mars, and of course *On Top Of The World* by Imagine Dragons. The dazzling rush of sound and light will delight the senses and set a celebratory mood for revelers across Las Vegas. The Grucci finale will play tribute to Frank Sinatra's 100th birthday by playing *Luck Be a Lady* with stunning chrysanthemums and brilliant titanium flash salutes that rumble, rock and rattle the night sky.

"We are going to usher in 2016 as only Las Vegas can with celebrations and fireworks across the city," Mayor Carolyn G. Goodman said. "From the fireworks out on the Las Vegas Strip to the party under the canopy on the Fremont Street Experience and the excitement of the Fremont East Entertainment District, Las Vegas is the place to ring in the New Year!"

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“America’s Party is one of Las Vegas’ memorable events,” said Las Vegas Events President Pat Christenson. “It is our goal each year to produce a world-class display that will amaze the thousands of revelers on the Strip and those watching around the world. A production of this magnitude would not be possible without the cooperation between the LVCVA, Las Vegas Events, Fireworks by Grucci, the Clark County Fire Department and Development Services & Fire Prevention, LVMPD, Las Vegas Fire & Rescue and the individual resort properties.”

According to the LVCVA, Las Vegas continues to be a huge draw for a New Year’s Eve celebration.

“More than 330,000 visitors will ring in the New Year in Las Vegas because they know there is no better place to be,” said Las Vegas Convention and Visitors Authority Chairman and Clark County Commissioner Lawrence Weekly. “Vegas on New Year’s Eve is the perfect setting for America’s Party, and we’re ready for another world-class celebration.”

Fireworks by Grucci is world renowned for its pyrotechnic creations. The group recently created the spectacular Grand Opening of the Atlantis Hotel and The Palm Jumeirah in Dubai and has executed numerous presidential inaugurations and citywide celebrations.

“Designing shows for events like “America’s Party” – performed on America’s greatest New Year’s Eve stage: the Las Vegas Strip – is perhaps the most thrilling and humbling experience one could have in this line of work,” said Phil Grucci, president and creative director of Fireworks by Grucci, “We take great pride in capturing the joy and electricity of the holiday through the unique artistry of pyrotechnic design. As we bid farewell to 2015 and welcome 2016 with joy and anticipation, we look forward to bringing the Las Vegas rooftops to life with revelry, music, and the most spectacular fireworks in the country!”

Revelers can also toast the New Year during the ***Downtown Countdown New Year’s Eve 2016 Celebration*** taking place Thursday, Dec. 31 from 5:30 p.m. to 3:30 a.m. at Fremont Street Experience in fabulous Downtown Las Vegas. This year the ultimate New Year’s Eve street party is themed *TributePaloosa* and features 13 of the world’s greatest tribute bands. These tribute bands include: Rio (Duran Duran), Generation Idol (Billy Idol), Fan Halen (Van Halen), No Duh (No Doubt), Red Not Chili Peppers (Red Hot Chili Peppers), The Rising (Bruce Springsteen), Police Experience (The Police), Rockin the Paradise (Styx), Wanted (Bon Jovi), The Who Generation (The Who) Pyromania (Def Leppard), Double Vision (Foreigner) and Don’t Look Back (Boston).

The *TributePaloosa* celebration kicks off with a Dec. 30 pre-party, featuring seven tribute bands under the FSE canopy. The headliner event is Dec. 31, with 13 bands featured. Then seven bands will continue the four-day party on Jan. 1-2. The concerts will begin at 5:30 p.m. on New Year’s Eve and at 5 p.m. on the other nights.

Admission to ***Downtown Countdown*** on New Year’s Eve is \$30 per person when purchased online by Dec. 25. Beginning Dec. 26 tickets will be \$40 per person and can be purchased online, in-person at any of the Fremont Street Experience member hotel-casinos, or at the event gates on Dec. 31. New Year’s Eve is the only night of the year when Fremont Street Experience has paid, ticketed admission. New Year’s Eve admission is restricted to persons 21 and older, and IDs will be checked at all entrances. **To purchase tickets in advance go to www.VegasExperience.com/NYE.**

For more information on New Year’s Eve festivities throughout Las Vegas, go to www.LasVegas.com. For more information about America’s Party, visit www.LasVegasEvents.com.

About Las Vegas Events

Las Vegas Events is a private, not-for-profit organization that serves as the exclusive major special events agency for the city. Founded in 1983, LVE is funded by hotel room tax. Through its Signature Event initiative, LVE has created a model to integrate all elements of special events and formally improve communication between event producers and Las Vegas' hotel properties and sponsors. Since 1991, Las Vegas Events has produced, presented or supported more than 600 events.
www.lasvegasevents.com

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 approximately 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. Join Las Vegas' social media community @Vegas (Twitter and Instagram) or Visit Las Vegas (Facebook).
www.LVCVA.com

About Fireworks by Grucci

Holders of the Guinness World Record for the "Largest Fireworks Display" ever recorded, Fireworks by Grucci is a sixth-generation, family-owned and operated company. Known as "America's First Family of Fireworks," the Gruccis have transformed the night skies to the delight of millions across the globe since 1850. They are world-renowned for pyrotechnic artistry, scientific innovation and old-fashioned values. Their signature performances include the recent official celebration of the 200th Anniversary of the National Anthem "Star Spangled Spectacular," in Baltimore, countless performances in and around Las Vegas, NV., seven consecutive U.S. Presidential Inaugurations; the Olympic Games in Beijing, Salt Lake City, Los Angeles and Lake Placid; commemorations such as the Centennial of the Statue of Liberty and star-studded extravaganzas including the grand opening of the Atlantis Dubai and the Palm Jumeirah Island in the United Arab Emirates. On New Year's Eve 2013, a stunning performance displaying 479,651 fireworks made its debut above Dubai's iconic skyline. The Gruccis achieved their "Largest Fireworks Display" title with this performance and smashed the Guinness Book of World Record's preceding mark. Phil Grucci currently serves as President/CEO of Fireworks by Grucci, Inc. and Pyrotechnique by Grucci, Inc., the manufacturing entity of the Grucci group of companies.