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**LAS VEGAS UNVEILS LIMITED EDITION**

**#WHHSH BEER**

*Las Vegas brings the “What Happens Here, Stays Here” campaign to life*

*with exclusive #WHHSH products*

**LAS VEGAS** – Capturing the essence of “What Happens Here, Stays Here” (WHHSH) and adult freedom, Las Vegas will unveil its limited edition #WHHSH Beer this month during one of the nation’s largest music and arts festivals in Palm Springs, April 16-17. Guests will celebrate the unveiling of the destination’s craft brew with performances by chart-topping artists, delicious culinary offerings from top Vegas’ eateries, beauty services from the leading glam squads of the Strip, surprise celebrity guests and much more.

#WHHSH Beer will be the first of Las Vegas’ limited edition #WHHSH products to be introduced. As the newest element of the iconic WHHSH campaign, these unique products allow Las Vegas to extend its appeal beyond travel and tourism, engage audiences in a way that no other destination does, as well as create a tangible extension of the famous Vegas experience.

“#WHHSH Beer captures the energy and excitement of Las Vegas,” said Cathy Tull, senior vice president of marketing for the Las Vegas Convention and Visitors Authority (LVCVA). “We are thrilled for the Las Vegas brand to continue to evolve and expand with the creation of our signature #WHHSH products.”

Crafted locally in Las Vegas by Tenaya Creek Brewery, #WHHSH Beer is an easy drinking, pale ale with hints of citrus and pine creating a cool, clean finish. The exclusive beer will only be available at select Las Vegas sponsored events.

“As the first endeavor to incorporate products into the WHHSH campaign, we wanted to make something fitting for Las Vegas and, most importantly, we wanted to convey what the Las Vegas brand stands for,” said Arnie DiGeorge, executive creative director at R&R Partners, the LVCVA’s integrated marketing agency of record. “What Happens Here, Stays Here has always been about the freedom to be and do in Vegas what you can't at home. We felt that #WHHSH Beer is the perfect embodiment of that and a reminder of what awaits when you embrace the Vegas lifestyle.”

Giving visitors permission to do things in Vegas that they wouldn’t normally do, Las Vegas’ famous WHHSH campaign is one of the most recognizable destination marketing campaigns in the world. It was first introduced in 2002 to overwhelmingly positive feedback and has since received widespread recognition, including induction into the Madison Avenue Advertising Walk of Fame.

Journalists and news organizations can access hi-resolution photos of #WHHSH Beer at the LVCVA’s online media center at [press.lvcva.com](http://press.lvcva.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 nearly 150,000 hotel rooms in Las Vegas alone and 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).