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**Las Vegas Unveils #WHHSH (What Happens Here, Stays Here) Beer and Brings the Ultimate Party to Palm Springs**

Celebrities, including **DNCE** front man **Joe Jonas**, **Amber Rose**, **G-Eazy**, **Ed Westwick**, **Kat Graham**, **Kellan Lutz**, **Iconapop**, **Jillionaire** of **Major Lazer** and more flocked to Palm Springs where the energy and excitement of Las Vegas came alive throughout the weekend. Thousands of partygoers joined the destination as it unveiled its first ever product, **#WHHSH (What Happens Here, Stays Here) Beer**, alongside immersive experiences by some of Las Vegas’ premier brands.

#WHHSH Beer captures the essence of Las Vegas and adult freedom. 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. #WHHSH Beer will be the first of Las Vegas’ limited edition #WHHSH products to be introduced.

**Saturday, April 16**

After performing one of Friday’s most sought after sets at the festival, headliner **G-Eazy** met up with **Amber Rose** where the two were seen laughing and chatting as they sipped #WHHSH cocktails together. **Kellan Lutz** arrived shortly after and mingled throughout the party, stopping to play ping-pong as partygoers cheered him on. Additional celebrities, including **Ed Westwick, Iconapop**, **Bob Moses, J Sutta** and more joined influencers and guests alike to party in true Las Vegas style.

As guests and celebrities made their way through the party, they chose their signature photo opp: a picture in front of the #WHHSH beer step-and-repeat adorned with dozens of the sleek black and white cans, a stacked “What Happens Here, Stays Here” logo and simply #WHHSH.

Guests also experienced Only-in-Vegas moments at the **Vegas VR** bar, where they were instantly transported to the hottest Las Vegas attractions. Once they came back to reality, partygoers were treated to exquisite hairstyle creations by **Green Valley Ranch Resort, Spa & Casino** and **Red Rock Casino, Resort & Spa** at their pop-up braid bar complemented by glitter and fresh floral.

Partygoers sipped on **#WHHSH beer** and carefully crafted **ARIA Resort & Casino** beer-infused cocktails as they watched **Zappos**’ resident artist Miguel create an oversized floral masterpiece, and mingled with other revelers in the packed party.

Right as the party was really revving up, excitement levels hit an all-time high as **Iconapop** went on-stage for an exclusive set, singing hits such as “I Love It.” After a #WHHSH toast with all party-goers, the duo jumped in the pool, splashed in the water and posed with guests.

As **Iconapop** warmed up in the sun and sipped on their #WHHSH beers, **The Palms Casino Resort’s “Ditch Fridays” DJ, Mark Stylz,** kept the party going for the rest of the day with a strong set that can only come from Las Vegas.

**Sunday, April 17**

**DNCE**, Joe Jonas’ band, was seen striking up conversations with fans and friends as they made their way to the #WHHSH stage to perform an energetic set. They were soon joined by The Vampire Diaries’ **Kat Graham,** who met them onstage. Graham then made her way through the party, as she greeted friends and fans and danced to the music for the rest of the day.

Downtown Abbey’s **Joanne Froggatt** was also spotted playing oversized beer pong and **Strangers We Know**, fresh from their performance at the festival the day before, made their way through the party striking poses and sipping #WHHSH beer along the way. Olympic gymnast **Josh Dixon** and travel influencer **Brian Kelly**, The Points Guy, were also seen experiencing Vegas VR.

All guests were treated like VIPs with massages and hand treatments provided by the **Spa at The Linq**

**Hotel & Casino.** After entering a state of relaxation, partygoers enjoyed an array of culinary creations

by **SkinnyFATS,** a local Las Vegas eatery.

Throughout the day, guests enjoyed more curated experiences from **Zappos; Green Valley Ranch**

**Resort, Spa & Casino; Red Rock Casino, Resort & Spa;** and **Mark Stylz** from **The Palms Casino Resort**

and one-of-a-kinddrawings by **Napkin Killa**.

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**ABOUT 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).

**Press Contact:**

Emily Wininger, R&R Partners

[emily.wininger@rrpartners.com](mailto:emily.wininger@rrpartners.com)