

For Immediate Release

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**VEGAS SEASON SURPRISE POP-UP BROUGHT SUMMER SWEET TREATS TO TORONTO STREETS**

*Vegas Season Tour offered giveaways and an exclusive performance by Kardinal Offishall and the Las Vegas showgirls*

**Click to Tweet:** .@Vegas in #Toronto! @KardinalO, @djsfs & #VegasSeason showgirls take over #RogersCentre: http://press.lvcva.com/

**Toronto, ON –** On Friday, June 19, Kardinal Offishall, the fabulous Vegas showgirls and DJ Starting from Scratch hit the streets of Toronto to celebrate Vegas Season. The larger-than-life, gold-plated Vegas Season Ice Dream Truck surprised Torontonians with giveaways, alcohol-infused summer treats and exclusive performances by Canada’s favorite hip-hop artist. The unique pop-up gave an exciting glimpse into the carefree ambiance and unrestrained style of Las Vegas in the summertime.

Simply put: summer is Vegas Season. There’s no better place to visit this summer than Las Vegas, home to the world’s hottest pool parties, lavish nightclubs, A-list entertainment and top-tier shopping and culinary offerings. Vegas Season has something for everyone and is the perfect time to let loose, recharge and make memories that will last a lifetime while enjoying the destination’s lighthearted setting and exclusive experiences

Bringing the magic of Vegas Season to life in Toronto was dynamic hip-hop artist and crowd-pleaser Kardinal Offishall, along with DJ Starting from Scratch, one of Canada’s hottest DJs. Joined by the spectacular Vegas showgirls, the lively pop-up experience showcased that Vegas Season is the most wonderful time of year.

To celebrate, Las Vegas is bringing the party to major cities across North America this summer. Accompanied by various celebrity ambassadors, the tour is also making stops in New York, Chicago and Los Angeles. As the only Canadian visit on the Vegas Season Tour, the Toronto stop truly brought the bright lights of the Vegas Strip north of the border.

Making the season even sweeter, there are 12 weeks of email sweepstakes for a chance to live large in Las Vegas. One lucky winner will be drawn each week 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, Luxor Las Vegas, Mandarin Oriental, Palms Casino Resort, Planet Hollywood, SLS Las Vegas Hotel & Casino, Treasure Island, Venetian, Wynn Las Vegas and others. For additional details or to enter the sweepstakes, visit [www.lasvegas.com/vegasseason](http://www.lasvegas.com/vegasseason)

**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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Media Inquiries:

Jaime Eisen and Alex McGill

Aerial Communications Group

(416) 787-6577

jaime@aerialpr.com and alex@aerialpr.com