



**For Immediate Release:**

## **SPORTS ILLUSTRATED SWIMSUIT CELEBRATES 2012 LAUNCH WEEK IN LAS VEGAS WITH MUSIC FESTIVAL, STAR-STUDED RED CARPETS AND CONSUMER EVENTS THROUGHOUT THE DESTINATION**

NEW YORK, NY (February 9, 2012) – Sports Illustrated and the Las Vegas Convention and Visitors Authority (LVCVA) will celebrate the launch of the iconic 2012 Swimsuit Franchise with a destination-wide celebration on February 15<sup>th</sup> and February 16<sup>th</sup>. This year's events will include the first-ever Sports Illustrated Swimsuit Beauties & Beats Music Festival presented by Lexus at The Cosmopolitan of Las Vegas, three star-studded red carpet events and signings and appearances by Sports Illustrated Swimsuit models throughout Las Vegas. Sports Illustrated Swimsuit 2012 will be released on February 14<sup>th</sup>.

"This year's celebration in Las Vegas promises to bring the excitement of Sports Illustrated Swimsuit to more people than ever," said Mark Ford, president Time Inc. Sports Group. "With 10 music performances, three star-studded red carpets and dozens of other activations through the destination, the only thing that's left to say is... only in Las Vegas."

With the addition of the Music Festival, on top of the already packed schedule of launch events, it's clear only Las Vegas could host a party befitting of this iconic franchise."

The slate of events is the result of a partnership with the LVCVA, the Presenting Sponsor of Sports Illustrated Swimsuit Launch Week, and SPORTS ILLUSTRATED. This is the fourth year Las Vegas has hosted the celebration of collaboratively planned events and experiential marketing activities that will bring the Swimsuit franchise to life.

"Las Vegas is proud to once again serve as the presenting sponsor of Sports Illustrated Swimsuit launch week," said Rossi Ralenkotter, president and CEO for the Las Vegas Convention and Visitors Authority. "The strength of these two brands creates an experience that can only be found in Las Vegas."

Joining the LVCVA as Launch Week partners are the hotel and venue partners including Crimson in New York City. The Cosmopolitan of Las Vegas is the official partner hotel for SI Swimsuit 2012. Marquee events featuring the 2012 Swimsuit models will be held at HAZE Nightclub at ARIA Resort & Casino; PURE Nightclub at Caesars Palace and The Bank Nightclub at Bellagio Resort & Casino.

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- SI Swimsuit Launch Party hosted by Crimson in New York City:** A party for VIP guests to be attended by the 2012 Swimsuit models prior to jetting off to Las Vegas. Celebration begins at 5:00 p.m. on February 14<sup>th</sup>.
- SI Swimsuit on Location hosted by HAZE Nightclub at ARIA Resort & Casino:** The SI Swimsuit launch week event will feature the 2012 Swimsuit models and bring to life the exotic destinations that served as settings for model shoots. Event begins 9:00 p.m. on February 15<sup>th</sup>.
- Club SI Swimsuit hosted by PURE Nightclub at Caesars Palace:** This annual event features a main stage reveal of the 2012 Swimsuit models, and a super powered performance from an A-list performer. Club SI Swimsuit begins at 9:00 p.m. on February 16<sup>th</sup>.
- SI Swimsuit Overtime hosted by The Bank Nightclub at Bellagio Resort & Casino:** This by-invitation-only event is the final celebration of Swimsuit launch week in Las Vegas. The event begins at midnight on February 17<sup>th</sup>.

In addition, select Swimsuit models will make appearances at locations throughout the destination. Fans can attend events with the 2011 Swimsuit models at the following times and locations:

**Wednesday, February 15**

**12:30pm - 1:15pm PT**

*Crystals at CityCenter*

After SI Swimsuit models will try their hand at cooking one of Mastro's signature dishes. Consumers can meet them and get a copy of the 2012 issue signed.

**3:00 - 3:30pm PT**

*Sports Illustrated Swimsuit Models Set the Scene at Planet Hollywood*

2012 Swimsuit models will cement their handprints alongside other celebrities during a Hollywood-inspired ceremony

**4:00-5:00 pm PT**

*Kick off to Beauties& Beats Music Festival at The Cosmopolitan*

Sports Illustrated Swimsuit's first-ever Beauties & Beats Music Festival presented by Lexus will kick off with free signing by 2012 SI Swimsuit models near the The Chandelier.

**5:00 pm PT**

*Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*

Selebrities takes the stage at The Chandelier. Free and open to the public (21+).

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- 6:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
Maluca plays at Castellana (Level 3). Free and open to the public (21+).
- 7:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
Nick Waterhouse performs at Book & Stage. Free and open to the public (21+).
- 8:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
Elan Atias & White Elephant play at Castellana (Level 3). Free and open to the public (21+).
- 9:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
Delta Spirit perform at Book & Stage. Free and open to the public (21+).
- Thursday, February 16**
- 1:00 pm PT** *Las Vegas/ SI Swimsuit Photo Opp at Caesars Palace*  
SI Swimsuit models will be joined by Clark County Commissioner and LVCVA Chair Tom Collins to mark Swimsuit Launch Week in Las Vegas and the upcoming celebration of Muhammad Ali's 70<sup>th</sup> Birthday.
- 3:00 - 4:30 pm PT** *Tao Nightclub at the Venetian hosts a DJ Spin Class with The EC Twins*  
SI Swimsuit models will learn to spin alongside The EC Twins followed by a signing of the 2012 Issue.
- 5:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
Vonnegutt performs at Castellana (Level 3). Free and open to the public (21+).
- 6:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
Little Hurricane plays Book & Stage. Free and open to the public (21+).
- 7:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
J. Roddy Walston & The Business at Castellana (Level 3). Free and open to the public (21+).
- 8:00 pm PT** *Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
White Denim performs at Book & Stage. Free and open to the public (21+).

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9:00 pm PT

*Beauties& Beats Music Festival presented by Lexus at The Cosmopolitan*  
The Black Lips play at Castellana (Level 3). Free and open to the public (21+).

#### **ABOUT SPORTS ILLUSTRATED SWIMSUIT**

The Sports Illustrated Swimsuit ([www.SI.com/Swimsuit](http://www.SI.com/Swimsuit)) franchise reaches more than 70 million people annually, and more men 18 to 34 than the Super Bowl. The iconic franchise now spans more than 20 product extensions in digital social, broadcast, publishing, mobile and consumer products, along with supporting a vibrant experiential marketing business. Since debuting in 1964 Swimsuit has become a pop-culture phenomenon and an established launching pad for successful careers in TV, fashion, business and film including those of Kathy Ireland, Cheryl Tiegs, Tyra Banks and Heidi Klum. All of Swimsuit's product extensions are built upon a heritage of amazing photography and footage of gorgeous models and athletes from the most exotic locations in the world.

#### **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 151,000 hotel rooms in Las Vegas alone and 10.6 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.VisitLasVegas.com](http://www.VisitLasVegas.com).

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