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## **Plaza Hotel & Casino proud to support photography project to commemorate the unique signage in downtown Las Vegas**

LAS VEGAS (June 4, 2012) – The Plaza Hotel & Casino, a staunch supporter of continued development in downtown Las Vegas, is now supporting and housing the production offices of the Vegas Vernacular Project, which is preserving the unique and historic signs of downtown Las Vegas through photography.

The Vegas Vernacular Project was established to document hand-painted and illuminated signage throughout the city, with a focus on downtown Las Vegas. There are lesser-known examples of historic signs, beyond the landmark signs of Fremont Street, which are under threat of being lost as the city redevelops. Many of these signs reflect a unique look and character that the project is seeking to preserve through photographs.

The organizers of the Vegas Vernacular Project are Las Vegans Bryan McCormick, Geoffrey Ellis and Mark Johnson, who are all strong supporters of downtown revitalization efforts.

The creative and production team behind the project consists entirely of volunteers, with over 25 photographers, artists and gallery owners currently involved. The total team size, which will include support staff, writers, engineers, and designers, is expected to grow to 50 people at the peak of production.

In addition to support from the Plaza, the Vegas Vernacular Project is receiving assistance from The Downtown Project, Adobe Systems, and Box.

Organizers say a soft launch of a public website providing a curated view of the photography archive is expected in the fall of 2012.

### **About the Plaza Hotel & Casino**

The Plaza Hotel & Casino opened in 1971 at 1 Main Street, at the intersection of Main and Fremont Street, and was a fashionable stop on the first train service through Las Vegas. Anchoring the Fremont Street Experience, the Plaza has been an iconic hotel in the heart of downtown Las Vegas for more than 40 years. It sits on 16.5 acres of land and has more than 1,000 rooms and suites, making it one of the largest hotel-casinos in downtown Las Vegas. Recent renovations have updated and improved the Plaza's ambiance throughout, creating a stylish and comfortable new experience for its guests. The newly renovated Plaza was named "Best Downtown Hotel" by the Las Vegas Review-Journal. For more information and reservations: [www.plazahotelcasino.com](http://www.plazahotelcasino.com)

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