

FOR IMMEDIATE RELEASE

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*** * * MEDIA ADVISORY * * ***

**HUNDREDS EXPECTED TO STRIP ON LAS VEGAS BLVD
DURING 2nd ANNUAL STRIP ON THE STRIP™ 5K
CLOTHING DRIVE EXPECTED TO COLLECT THOUSANDS OF CLOTHES FOR HOMELESS VETS**

WHAT: Strip on The Strip™ is a 5K Run/Walk benefiting U.S.VETS – Las Vegas whereby participants wear clothes on top of their running gear with the option of donating a piece of clothing at each 1K donation station. This USTA timed course is family friendly and great for competitive runners, first time runners or individuals looking to have fun and support the cause. The primary sponsor for Strip on The Strip™ is Humana, one of the largest managed health care companies in the nation, who have already collected thousands of pounds of clothes at their local guidance centers leading up to the race.

A shot gun military start will be led by myTEAM TRIUMPH-Light of Las Vegas with over 20 sponsored runners “Angels” pushing disabled Veterans and individuals “Captains” on the course around the famous Welcome to Las Vegas Sign. The 1K donation cheer stations will have entertainment and celebrities to assist in collecting the donated clothing, which will be laundered and distributed at the 2015 Veterans Stand Down hosted by U.S.VETS – Las Vegas March 18-19, 2015 at Cashman Center. Medals will be handed out by Las Vegas 51’s mascot, Cosmo, and local Girl Scout troops.

WHEN: Saturday, March 7, 2015, 7:00 am to 11:00 am

- 7:00 AM: Registration / pre-race festivities
- 7:45 AM: National anthem/ group stretch
- 8:00 Am: Military start, led by Captain & Angels followed by 5K walk / runners
- 8:30 AM: Post race commence & award ceremony

WHERE: The start, finish, parking and post race festival will be held at The Sport Center of Las Vegas, located at 121 E. Sunset Rd. Las Vegas, NV 89119

PERFORMANCES / APPEARANCES:

- **Event Emcee:** Ricardo Laguna – Professional BMX rider and television personality
- **National Anthem:** Caitlin S. Shea – Local actress and philanthropist
- **Ceremonies:** Cosmo - Las Vegas 51’s
Almas Meirmanov – LV celebrity trainer and world-class athlete (Group stretch)

MORE:

- Over 1,000 pounds of clothing have already been collected in pre-race events
- The 5K race course is USA Track & Field Certified
- Place medals will be awarded to the top three male and female finishers in 11 different age groups
- A Clark County Fire Truck will be present to conduct a meet and greet and safety tours
- Refreshments will be provided by Port of Subs, Smart & Final, Einstein Bagels and Bake Shop
- Akeso Massage, the leading sports and therapeutic massage services company will be supplying complimentary massages to all race participants
- There will be \$5,000 in raffle prizes whereby 100% of the proceeds will go to U.S. Vets-Las Vegas

- A ZumbaThon session will be held on the course and prior to the post-race award ceremony
- Celebrity runner, Helene Neville from One on the Run, will be announcing the long awaited #RunHelenRun 5K Virtual race www.OneOnTheRun.com.
- For those who cannot attend the race and would still like to contribute to the cause, the Humana Guidance Center locations in Henderson or Summerlin will be receiving donations through March 15th, 2015.

CLOTHING DONATION SUGGESTIONS

Male and female workforce clothing, suit jackets, pants, dress shirts and ties, dress socks, skirts, blouses, high heel shoes, men's dress shoes, men's under shirts ties and belts are recommended for donation at the race, but no clothing will be turned down. Participants who opt to not donate during the race and are competing for medal placement will be supplied with a bag at packet pick-up so they can donate prior to the race if they desire.

STRIP ON THE STRIP VIRTUAL RACE

The Strip on The Strip Virtual Race allows runners in different cities or countries, or those with prior time commitments to still participate in support of the cause. The virtual race also attracts those who might consider a 5K unachievable or intimidating to perform in groups. To participate, runners simply print the bib and log their miles. Runners can even join the "strip" portion by boxing a load of clothes and taking them to their closest US Vets location or Humana Guidance centers. The objective is to participate, and all runners receive a finisher medal, race shirt and custom bib. www.striponthestrip.com

WHEN: Register by March 15th 2015. Participants have until March 31, 2015 to complete their 5K

WHERE: The race can be ran either outdoors or indoor on a treadmill, and participants can walk, jog or run it, or even split the miles up over several hours or days, as long the kilometers are completed by the race deadline.

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ABOUT US VETS

U.S.VETS is the nation's largest nonprofit provider of comprehensive services to homeless and at-risk veterans. They are dedicated to the successful transition of military veterans and their families. With 11 facilities in six states and the District of Columbia, U.S.VETS provides vital services such as case management, employment assistance, job placement, counseling, as well as drug-and alcohol-free housing to over 3,000 veterans each day. In a year, U.S.VETS will help 3,000 veterans find housing and over 1,000 veterans obtain full-time employment.

ABOUT EVENTURE

EVENTURE is a female owned and operated modern meeting and event planning firm based in Las Vegas, NV. From idea to execution, EVENTURE offers full service and a la carte coordination of all sizes, whether an intimate board retreat or an annual convention with thousands of attendees. EVENTURE specializes in medical and healthcare tourism and the film and production industry with a focus on corporate events, hotel room blocks and conventions. EVENTURE is also the official tour, ticketing and event planner for the Booze District, in Henderson, NV. With over a decade of experience in the industry and working with clients from around the world, EVENTURE's tenure in Las Vegas has assembled a world-class preferred list of vendors and hospitality partners to ensure all arrangements are handled by the best in the business. EVENTURE knows doing business in Las Vegas is also about giving back, and has dedicated their resources to assist in fundraiser events, galas and 5K runs for a number of local charities including U.S. Vets, Crohn's and Colitis Foundation, Opportunity Village, Helping Hands of Vegas Valley, The Leukemia & Lymphoma Society and Catholic Charities.