

STRIP on the STRIP™

RUN | WALK | STRIP | GIVE 5K & 1M

FOR IMMEDIATE RELEASE

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Over 850 Pounds of Clothes were Shed on March 1st as Race Participants Stripped For a Cause at Inaugural Strip On The Strip™ 5K Run/ 1 Mile Walk

Event Benefiting U.S.VETS – Las Vegas In Support Of The 2014 Veterans Stand Down

LAS VEGAS – Mar. 1, 2014 – Race day kicked off inside the Sports Center of Las Vegas with Emcee Ricardo Laguna, Professional BMX rider and the National Anthem sung by local diva, Neive Melandra just before Mayor Pro Tem, Anthony Starvos from The City of Las Vegas Mayor's Office presented a Proclamation to Race Director, Jennifer Mahar naming March 1, 2014 as "Strip on The Strip Day".

Grand Marshall and Veteran, Dixon Keller, from Humana led the military & timed runners 5K group with military cadence, while the Stars of Raiding the Rock Vault, including Doug Aldrich (from Whitesnake), Robin McAuley (from Survivor), and Paul Shortino (from Quiet Riot) lead the rest of the group.

Participants donated clothing at each 1K marker throughout the 5K course as they ran around the famous Welcome Las Vegas Sign to benefit homeless US Vets. Each 1K donation station had entertainment and celebrities from Pawn Star Live! to the Magical Madness Dance Team. Timed runners donated clothing and accessories prior to the run and those that came out to just have a fun time paused at the Las Vegas sign for photos.

The post festivities included over 30 booths with food, drinks and fun activities for people of all ages from pre/post race recovery drinks from WinderFarms, Vita Coco, snacks and sports drinks from Smart and Final, Einsteins Bagels, Starbucks Coffee and Core Power for providing food and beverages to our runners and walkers. During the awards ceremony, Raiding the Rock Vault presented the women's placement medals followed by the cast of Menopause, who performed two songs themed to the event before presenting the Men's placement medals.

In all, over a thousand dollars was also raised through the Strip on The Strip raffle, PODs Social Media "Like Us" Campaign and the WinderFarms race day promotion which will assist with Veterans Standdown in two weeks. The donated clothing is also being laundered and distributed at the 2014 Veterans Stand Down.

Tao hosted the Official SOTS After Party with 1 hour open bar and complimentary admission for all participants with race bib or event pass. Over a hundred participants enjoyed the event after they "Stripped for a Cause".

"U.S.VETS was honored to be chosen as the recipient of the clothes and donations raised from the Strip on the Strip! Coming out and seeing all the people who walked or ran in the race was a great experience. Everyone was having a great time, and it was a successful event. We appreciated everyone's enthusiasm to have fun while helping homeless veterans. Thank you to all those who made the event possible. We hope to work with Strip on the Strip again for a future event!"

- Shalimar T. Cabrera, MSW, Executive Director, U.S.VETS - Las Vegas, Acting Executive Director, U.S.VETS - Washington D.C.

STRIP[™] on the STRIP[™]

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About Strip on The Strip

Strip on the Strip™ is a 5K run/ 1 Mile Walk benefiting U.S.VETS – Las Vegas in support of the 2014 Veterans Stand Down whereby participants have the option to donate a piece of clothing at each 1K marker throughout the 5K course (3 donation stations during the 1 Mile walk). All donation stations are manned by sponsoring company and charity volunteers and clothing will be laundered and distributed at the 2014 Veterans Stand Down hosted by U.S.VETS – Las Vegas. Participants who opt to not donate during the race and are participating in the timed race (competitive start) will be supplied with a bag at packet pick –up so they can donate prior to the race if they desire.

About EVENTURE

EVENTURE is a female owned and operated modern event planning firm with long term working relationships with over 500 restaurants, hotels and attractions in the Las Vegas Valley. As your Modern EVENT Specialists, our objective is to take our clients EVENT to the next level by listening to their goals and executing them to yield the best return on investment and most importantly, ensure that the attendees of an event leave with a memorable and positive experience. Our EVENTicians act as your personal event concierges from the initial consultation and site inspections to event management, to post-event analysis, and every detail in between. From idea to execution, EVENTure offers full service and a la carte event planning support for any size group. Whether hosting an intimate board retreat or an annual convention with thousands of attendees, no client or budget is too large or small. With over a decade of experience in the industry and working with Clients from around the world, our tenure in The Valley has enabled us to assemble a preferred list of vendors who will ensure all of your arrangements are handled by the best in the business.

Video: <http://www.youtube.com/watch?v=peAWittJQU>

Photos: Available upon request

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