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**THE NEON MUSEUM RECOGNIZED BY THE CITY OF THE LAS VEGAS
FOR FOSTERING SUSTAINABILITY, LIVABILITY**

***Mayor's Urban Design Awards Announced
During Annual State of The City Address***

LAS VEGAS (2013) – Las Vegas Mayor Carolyn G. Goodman recognized The Neon Museum, as one of the city's Mayor's Urban Design Awards (MUDA) winners at the annual State of the City Address. Each of the four winning projects fosters the city's commitment to sustainability and livability.

The Museum was recognized in the category for Historic Preservation and Adaptive Reuse. As the City of Las Vegas notes: "The Neon Museum, located on the Las Vegas Boulevard Scenic Byway at McWilliams Avenue, is a unique open air museum for the neon art form. The 1961 La Concha Motel Lobby, significant for its distinctive Mid-Century Modern design, rare poured-concrete engineering and its designer, renowned African-American architect Paul Revere Williams, was moved from the south Strip to its current location to serve as the museum visitors center. Just as the neon sign is an Expressionist form, the historic La Concha lobby carries an Expressionist root in architectural expression, while preserving the historic building."

To qualify for the Mayor's Urban Design Awards, projects must be located within city limits and achieve significant impact through cultivating walkways and streets that are shared public spaces, promoting safety, conserving resources, preserving historic buildings and places, seamlessly linking to their surroundings and being pedestrian friendly.

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Nominations for the awards were accepted by the city last year. A four-member committee reviewed and ranked the submissions for recommendation to Mayor Goodman, who selected the award winners.

The city of Las Vegas is committed to sustainability and livability in our community. Visit the city's website at www.lasvegasnevada.gov/sustaininglasvegas to learn about what is being accomplished.

ABOUT THE NEON MUSEUM

Founded in 1996, the Neon Museum is a non-profit 501(c)3 organization dedicated to collecting, preserving, studying and exhibiting iconic Las Vegas signs for educational, historic and cultural enrichment. In addition to an approximately two-acre Neon Museum campus, which includes the outdoor exhibition space known as the Neon Boneyard, the museum also encompasses a visitors' center housed inside the former La Concha Motel lobby as well as 15 restored signs installed as public art throughout downtown Las Vegas. Public education, outreach, research, archival preservation and a grant-funded neon sign survey represent a selection of the museum's ongoing projects. Both the Neon Boneyard and the La Concha Visitors' Center are located at 770 Las Vegas Blvd. North in Las Vegas. For more information, visit www.NeonMuseum.org.

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