



**FOR IMMEDIATE RELEASE**

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**INTRODUCING AN ELECTRIFYING PLACE IN LAS VEGAS FOR EVENTS:  
THE NEON MUSEUM**

**LAS VEGAS (2013)** – Introducing the [Neon Museum](#), the newest option for special event planners searching for an unforgettable Las Vegas venue with both a vintage and a modern flair. The Las Vegas historical institution dedicated to the preservation and celebration of some of the city’s most distinctive architectural landmarks is now officially open and available for bookings.

Planners can opt for either the inside space of the La Concha Visitors Center and/or the outdoor space surrounded by incomparably picturesque Neon Boneyard (located with the museum), the largest collection of neon signage in the world also serving as the unique record of Las Vegas’ colorful history. The Neon Museum is home to a collection of more than 150 neon signs dating from the 1930s to the present day.

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### **INDOOR OPTION: LA CONCHA VISITORS CENTER**

The Neon Museum's brand-new visitors' center is located adjacent to the Neon Boneyard in the recently rehabilitated La Concha Motel lobby, the seashell-shaped, Mid-Century Modern architectural masterpiece designed and built by architect Paul Revere Williams. Originally constructed in 1961 on Las Vegas Boulevard South, next to the Riviera Hotel's current location, the La Concha lobby was saved from demolition in 2005 and moved to its current location in downtown Las Vegas in 2006. As a dramatic and visually stunning event space of nearly 650 square feet, it is ideal for cocktail parties with highboys with occupancy of up to 50 people. Open the front doors of the center and expand the event to an additional 25 guests. To only reserve the indoor space, the rental fee is \$1,500.

### **OUTDOOR OPTION: NEON BONEYARD**

The outdoor space located next to the Neon Boneyard makes for an unforgettable evening. The boneyard boasts iconic signs from the city's most celebrated properties—including the Moulin Rouge, the Desert Inn, the Flamingo and the Stardust—which are displayed alongside those from various other bygone restaurants, hotels and businesses.

The Boneyard's two-acre outdoor area encompasses nearly 3,600 square feet features a partial canopy. Together, the outdoor area and indoor La Concha lobby accommodate up to 400 people. To reserve the La Concha lobby and the outdoor area, the price is \$3,000 for 1-100 guests; \$5,000 for 101-250 guests and \$7,000 for 251-400 guests.

Security is required for special events; the number of security guards—typically one or two depending on the complexity of the event—is determined by the Neon Museum. Cost per guard is \$35 per hour.

The Neon Museum has a list of approved caterers with whom food and beverage arrangements may be made. All events must have some food and beverage component, although there is no minimum food and beverage cost requirement.

Valet parking services are required for events with 45 or more guests and may be arranged through the caterer.

In addition, Boneyard tours can be arranged during private events for an additional charge of \$200 per hour. Schedule of tours will vary based on the group's size.

For more information, go to [www.NeonMuseum.org](http://www.NeonMuseum.org). To book an event, contact Cynthia Behr Warso at [cynthia@neonmuseum.org](mailto:cynthia@neonmuseum.org) or call (702) 387-6366. Both the La Concha Visitors Center and the Neon Boneyard are located at 770 Las Vegas Blvd. North, Las Vegas, NV, 89101.

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*\*To book preferred dates, the Neon Museum suggests booking the space at least 90 days in advance but always call first for availability.*

### **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](http://www.NeonMuseum.org).

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