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EVENTS & SHOWS

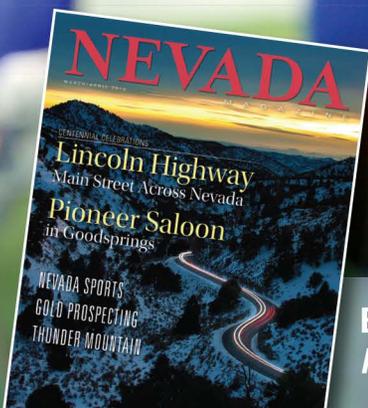
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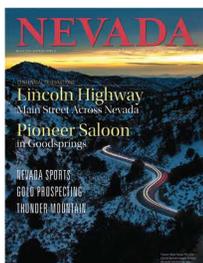
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Nevada Events & Shows!

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Welcome to Nevada Events & Shows

If you are reading this edition of *Nevada Events & Shows*, produced by *Nevada Magazine*, there's a good chance you're in the Reno-Tahoe International Airport or already on the road and wondering what you're going to do during your stay in Nevada.

Well, you're in luck.

This information-packed guide to Lake Tahoe, Las Vegas, Reno, and rural Nevada will help you plan your trip—both now and in the future. Our stories and photos capture the latest and greatest events and shows in the Silver State.

For more than 75 years, *Nevada Magazine* has been the premier source for Nevada travel news, and we're happy to add to that tradition with this edition of *Nevada Events & Shows*.

Happy travels, and enjoy your stay in the Silver State.

Janet M. Geary, Publisher
jmgeary@nevadamagazine.com

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Cover Photo: John Byrne, Nevada Media Services
Cody Fajardo of the University of Nevada, Reno Wolf Pack.

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NEVADA SPORTS



PHOTOS: DAVID CALVERT

BY CHARLIE JOHNSTON

Before you forego your next mortgage payment on tickets and associated costs for a major league or national sporting event—parking alone at San Francisco’s AT&T Park will set you back at least \$30, assuming you can even find tickets following the Giants’ 2012 World Series Championship—perhaps you should consider taking in a game a little closer to home.

Whether you’re root-root-rooting for the home team at a Las Vegas 51s or Reno Aces Triple-A baseball game, hitting the hardwood with the Reno Bighorns basketball team, or annoying everyone in earshot with your vuvuzela at a Las Vegas Legends soccer match, Nevada’s array of professional and collegiate sporting events will keep you entertained without breaking the bank. Play ball!



Reno’s Aces Ballpark (top) is the newest stadium in the Pacific Coast League and seats 9,100. Inset: Outfielder A.J. Pollock was named MVP of the Aces’ 2012 Triple-A National Championship victory.

RENO ACES

Northern Nevada's Triple-A baseball franchise, the Reno Aces, first took the field at Aces Ballpark in April 2009. Formerly the Tucson Sidewinders, the team is part of the Pacific Coast League and the minor league affiliate of the Arizona Diamondbacks. In their four years in The Biggest Little City, the Aces have maintained a winning record, claimed division titles in 2011 and '12, and defeated the Pawtucket (Rhode Island) Red Sox, 10-3, to claim the Triple-A National Championship on September 18, 2012. The Aces are set to host the Triple-A Home Run Derby on July 15 and the nationally televised Triple-A All-Star Game on July 17.



*RENO ACES HOME SCHEDULE

Apr. 12-15 vs. Sacramento

Apr. 16-19 vs. Colorado Springs

Apr. 25-28 vs. Fresno

Apr. 29-May 2 vs. Las Vegas

July 17 Triple-A All-Star Game in Reno

*Complete schedule available at nevadamagazine.com

FOR MORE INFORMATION

Reno Aces Baseball Club
 Aces Ballpark
 250 Evans Ave., Reno, NV 89501
renoaces.com
 775-334-4700



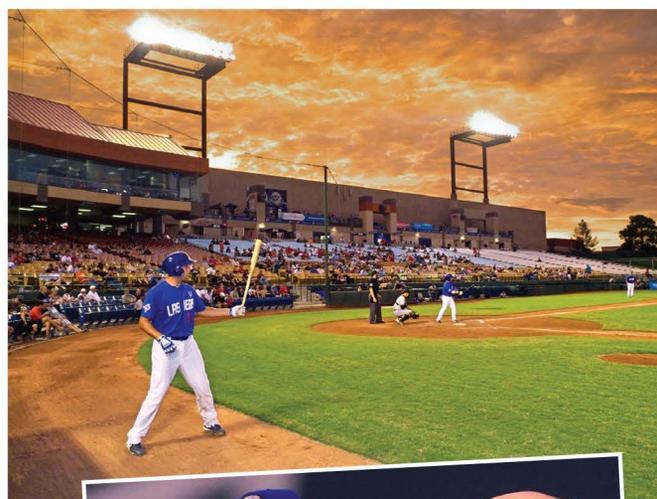
PAULA RILEY

LAS VEGAS 51s

Renamed in 2000 in homage to central Nevada's mystery-shrouded, alien lore-laden Area 51, Las Vegas' Pacific Coast League Triple-A franchise started its 30-year residency in Sin City as the Stars in 1983. The team was the city's first professional sports team since the Las Vegas Wranglers baseball club left in 1958. The 51s were previously affiliated with the Toronto Blue Jays (2009-2012), Los Angeles Dodgers (2001-2008), and San Diego Padres (1983-2000), and are currently affiliated with the New York Mets. The team, which plays its home games at Cashman Field, has amassed eight division titles (1983, '84, '86, '87, '88, '92, '96, and 2002) and Pacific Coast League titles in 1986 and '88.



Cashman Field (above) is the 9,300-seat home of the Triple-A Las Vegas 51s. Right: Left-handed pitcher Aaron Laffey signed a contract with the New York Mets in December after going 3-5 with a 4.52 ERA for the 51s in 2012.



PHOTOS: TOM JONES (TOP), STEVE SPATAFORE (BOTTOM)



MAJOR LEAGUE BASEBALL IN LAS VEGAS

The Chicago Cubs and Texas Rangers are set to meet for a pair of exhibition games in Las Vegas before the start of the 2013 season. Tickets for the March 16-17 games can be purchased at lv51.com or by calling 702-798-7825.

Jeff Samardzija (above) and the Chicago Cubs will play the Texas Rangers in Las Vegas in March. Former 51s catcher Travis d'Arnaud (right) was named No. 6 on the MLB's Top 100 Prospects list earlier this year.



*LAS VEGAS 51S HOME SCHEDULE

Apr. 12-15 vs. Colorado Springs

Apr. 16-19 vs. Sacramento

Apr. 25-28 vs. Tacoma

*Complete schedule available at nevadamagazine.com

FOR MORE INFORMATION

Las Vegas 51s Baseball Team
Cashman Field
850 Las Vegas Blvd. N.,
Las Vegas, NV 89101
lv51.com
702-943-7200

ITALIAN AMERICANS AT BAT: FROM SAND LOTS TO THE MAJOR LEAGUES

Exhibit at Reno's *arte italia* honors some of baseball's greatest.

Through May 19, the exhibit galleries of Nevada's premier Italian cultural arts center, *arte italia* in Reno, will overflow with the stories of famed players such as Joe DiMaggio, Yogi Berra, Roy Campanella, Tony LaRussa, Mike Piazza, Dustin Pedroia, Terry Francona, Jason Giambi, and more.

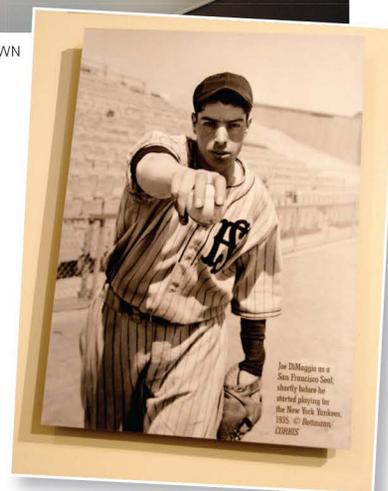
Italian Americans At Bat chronicles the history, contributions, and influence of more than 450 Italian Americans on baseball and explores the connection between the sport and the Italian immigration experience in America beginning in the early 1900s. Accompanying the collection of photos and press clippings of some of the greatest moments in baseball are vintage jerseys, memorabilia, and an educational interactive touch-screen with players' memoirs, statistics, and career highlights.



PHOTOS: MATTHEW B. BROWN

FOR MORE INFORMATION

arte italia Culinary and
Exhibition Center
442 Flint St.,
Reno, NV 89501
arteitaliainsa.com
775-333-0313



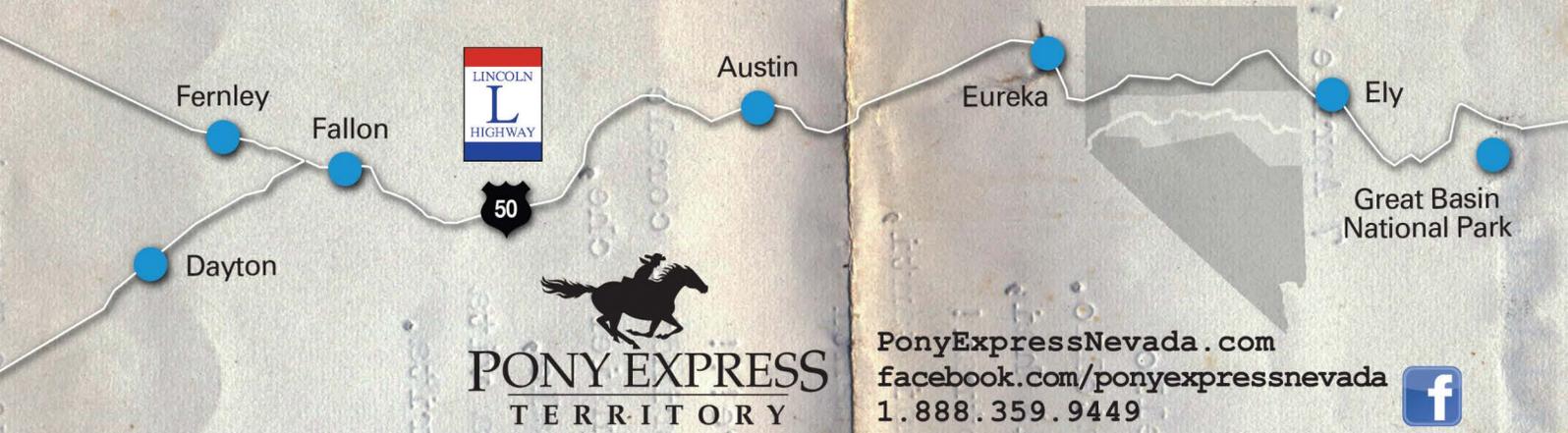
An in-depth chronology of *Italian Americans At Bat* (above) at Reno's *arte italia* includes tales of legendary players such as Joe DiMaggio. The caption accompanying DiMaggio's photo (right) reads: "Joe DiMaggio as a San Francisco Seal, shortly before he started playing for the New York Yankees, 1935."

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RENO BIGHORNS

The NBA Development League Reno Bighorns debuted for the 2008-'09 season. Interestingly, the team is Reno's third basketball team with the moniker, the other two having played in the former Western Basketball Association (1978-'79) and Continental Basketball Association (1982-'83).

In the team's five years it has been affiliated with the NBA's Atlanta Hawks, Golden State Warriors, and Orlando Magic and is currently affiliated with the Memphis Grizzlies, Sacramento Kings, and Utah Jazz. The Bighorns claimed the D-League's Western Division title in 2010-'11.

Promotions such as "Building Bright Futures" with Saint Mary's Regional Medical Center and "Drive Away in a Dodge Truck" give fans extra incentive to visit the Reno Events Center and take in a Bighorns game.



DAVID CALVERT

Top: Kevin Murphy (21) of the Reno Bighorns shoots a layup in traffic against the Santa Cruz Warriors on November 30, 2012. Santa Cruz went on to win, 101-95. Win or lose, mascot Bruno and the Bighorns Dance Team (below) work to keep the crowd excited.



DAVID CALVERT



RENO BIGHORNS REMAINING 2012-13 HOME SCHEDULE

- Mar. 7 vs. Idaho
- Mar. 9 vs. Sioux Falls
- Mar. 10 vs. Rio Grande Valley
- Mar. 21 vs. Los Angeles
- Mar. 23 vs. Idaho
- Mar. 24 vs. Texas

- Apr. 1 vs. Bakersfield
- Apr. 2 vs. Santa Cruz
- Apr. 5-6 vs. Canton

FOR MORE INFORMATION

Reno Bighorns
9393 Gateway Dr. Suite BH,
Reno, NV 89511
renobighorns.com
775-284-2622

LAS VEGAS WRANGLERS

The Las Vegas Wranglers hit the ice in 2003 following the East Coast Hockey League's takeover of the West Coast Hockey League, a merger that created the ECHL. Though the team had been affiliated with the NHL's Calgary Flames (2003-'09) and Phoenix Coyotes (2009-'11), it is currently independent of NHL teams. In the Wranglers' 10-year existence, the team has maintained the highest winning percentage in league history, won the league's Brabham Cup for finishing the regular season with the most points (2007), taken home ECHL Pacific Division championships twice (2007 and '08), and played in the league's championship Kelly Cup Finals twice (2008 and '12). In addition to league-wide admiration on the ice, the Wranglers are also a local darling, hosting entertaining promotions (such as "topless" hockey—see it to believe it) during games and having been named the *Las Vegas Review-Journal's* "Best Local Sports Team" three times (2005, '06, and '09).



Las Vegas Wranglers left wing Josh Luden (21) was called up to play for the American Hockey League's St. John's IceCaps in January.



LAS VEGAS WRANGLERS REMAINING 2012-13 HOME SCHEDULE

- Mar. 1 vs. San Francisco
- Mar. 2 vs. Colorado
- Mar. 3 vs. San Francisco
- Mar. 19 vs. Bakersfield
- Mar. 23-24 vs. Utah
- Mar. 26 vs. Ontario (California)
- Mar. 29 vs. Bakersfield

FOR MORE INFORMATION

Las Vegas Wranglers
 Orleans Arena
 4500 W. Tropicana Ave.,
 Las Vegas, NV 89103
lasvegaswranglers.com
 702-471-7825



DAVID HOMEN

POND HOCKEY IN THE DESERT

Temperatures hovering in single digits proved cold enough for Washoe Valley's Little Washoe Lake to amass enough ice to support several pick-up games of hockey in January. The valley, about midway between Reno and Carson City, sits at a higher elevation than either city and typically sees much cooler days and nights. While the lake and its much larger neighbor, Washoe Lake, often freeze in winter, ice that is thick enough to support a person, let alone several of them playing hockey, is rare. Don't believe me? Visit YouTube, search "Pond Hockey at Little Washoe Lake," and see for yourself.



MATTHEW B. BROWN

Reno's status as the unofficial home of bowling extends beyond the walls of the National Bowling Stadium, such as in June 2012 when four lanes were constructed under the Reno Arch for the U.S. Women's Open. Above, Missy Parkin takes a practice round.

BOWLING

Reno is set to be the home of the United States Bowling Congress Open and Women's Championship this year. The Open Championship starts March 1, runs through June 30, and will be held at the National Bowling Stadium, while the Women's Championship starts April 12, concludes July 8, and will take place on 44 specially constructed lanes at the Reno-Sparks Convention Center.

In addition to the championships, several side events for bowlers of all skill levels are also being held at the bowling stadium.



FOR MORE INFORMATION

United States Bowling Congress
621 Six Flags Dr.,
Arlington, TX 76011
bowl.com
800-514-2695

National Bowling Stadium
300 N. Center St.,
Reno, NV 89501
visitrenotahoe.com
775-335-8800



JOE KELLEY NAMED "PERSON OF THE YEAR" BY BOWLERS JOURNAL INTERNATIONAL

Reno-Sparks Convention & Visitors Authority Vice President of Facilities Joe Kelley was recently named "Person of the Year" by *Bowlers Journal International*. The publication, which has been in circulation since 1913, cites "insiders" who praised Kelley's efforts in putting together a deal that will bring United States Bowling Congress tournaments to Reno's National Bowling Stadium through 2030. "While I'm honored to receive this recognition...it's really the entire community of policymakers in the area who earned this award for Northern Nevada," Kelley says.

COLLEGIATE SPORTS

Nevada's pair of universities have left some pretty big marks in sports, with such claims to fame as the University of Nevada, Las Vegas' men's basketball team's 1990 NCAA National Championship and University of Nevada, Reno's standout quarterback Colin Kaepernick, who led the San Francisco 49ers to an NFC Championship in January.



TOM JONES

UNIVERSITY OF NEVADA, LAS VEGAS REBELS

Founded in 1957 as an expansion of the University of Nevada, Reno, UNLV (called Nevada Southern until 1969) followed the monumental growth patterns of the city it occupied, surpassing its northern rival's attendance by the 1977-'78 academic year. Today, the university is attended by more than 27,000 students and supports eight men's and 10 women's sports at the NCAA/Division I intercollegiate level. Men's sports at UNLV include baseball, basketball, football, golf, soccer, swimming and diving, tennis, and cheer and women's sports include basketball, golf, cross country, soccer, softball, swimming and diving, tennis, track and field, volleyball, and cheer and dance.

FOR MORE INFORMATION

University of Nevada, Las Vegas
4505 S. Maryland Pkwy.,
Las Vegas, NV 89154
unlv.edu
702-895-3011



DAVID CALVERT

UNIVERSITY OF NEVADA, RENO WOLF PACK

Nevada's oldest institute of higher learning, the University of Nevada, Reno was founded as the State University of Nevada in Elko in 1874 and moved to Reno in 1885. Today, the university is attended by more than 18,000 students and supports six men's and 10 women's sports at the NCAA/Division I intercollegiate level. Men's sports include baseball, basketball, football, golf, rifle, and tennis and women's sports include basketball, cross country, golf, rifle, soccer, softball, swimming and diving, tennis, track and field, and volleyball.

FOR MORE INFORMATION

University of Nevada, Reno
1664 N. Virginia St.,
Reno, NV 89557
unr.edu
775-784-1110



NEVADA'S CIVIL WAR

Being the only two universities in the state, little love is lost between the Nevada Wolf Pack and UNLV Rebels. While the rivalry lives in virtually every corner of each campus—and in the hearts of alumni who relish any opportunity to laud the supremacy of their alma mater...GO WOLF PACK!—nowhere is it more pronounced than on the football field. Each fall the teams fight for bragging rights and the Fremont Cannon; the winner keeps the cannon and paints it in their school's colors. The rivalry game has been played since 1969, save a few seasons in the 1980s when the teams did not meet, and Nevada leads the series, 23-15.



DAVID CALVERT

GOLF

More than 100 golf courses make Nevada a golfer's dream come true, and the big-name tournaments that tee off on the Silver State's greens make it a golf fan's dream come true as well. The **Michael Jordan Celebrity Invitational** will return to Las Vegas for the third consecutive year, **April 4-7**, at the acclaimed Shadow Creek Golf Course and is known to attract the likes of Aaron Rogers, Wayne Gretzky, Ken Griffey Jr., Roger Clemens, Drew Brees, Cedric The Entertainer, and, of course, Jordan himself. The event's Celebrity-Amateur Competition, April 4-5, pairs celebrity golfers with four amateur participants each, and the celebrity tournament takes place April 6-7.

The **American Century Celebrity Golf Championship** at Edgewood Tahoe returns to the lake, **July 16-21**, for its 24th year. Like Jordan's invitational, the tournament features top-name athletes, actors, and entertainers.

The Professional Golfers Association of America's PGA TOUR makes just one stop in Northern Nevada. The **Reno-Tahoe Open** at Montréux takes place **July 29 through August 4** and brings some of the biggest names in golf to The Biggest Little City in the World.

The **Justin Timberlake Shriners Hospitals for Children Open** happens **October 14-20** at Las Vegas' TPC Summerlin. The PGA TOUR event benefits the Shriners facilities and includes the Charley Hoffman Foundation Las Vegas Pro Am, MGM Resorts International Championship Pro Am, and four rounds of professional competition.

FOR MORE INFORMATION

Michael Jordan Celebrity Invitational
mjcigolf.com

American Century Celebrity
Golf Championship
tahoecelebritygolf.com

Reno-Tahoe Open
16475 Bordeaux Dr.,
Reno, NV 89511
renotahoeopen.com
775-322-3900

Justin Timberlake Shriners
Hospitals for Children Open
4680 Village Center Cir.,
Las Vegas, NV 89134
jtshrinersopen.com
702-873-1010

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Elko Convention & Visitors Authority

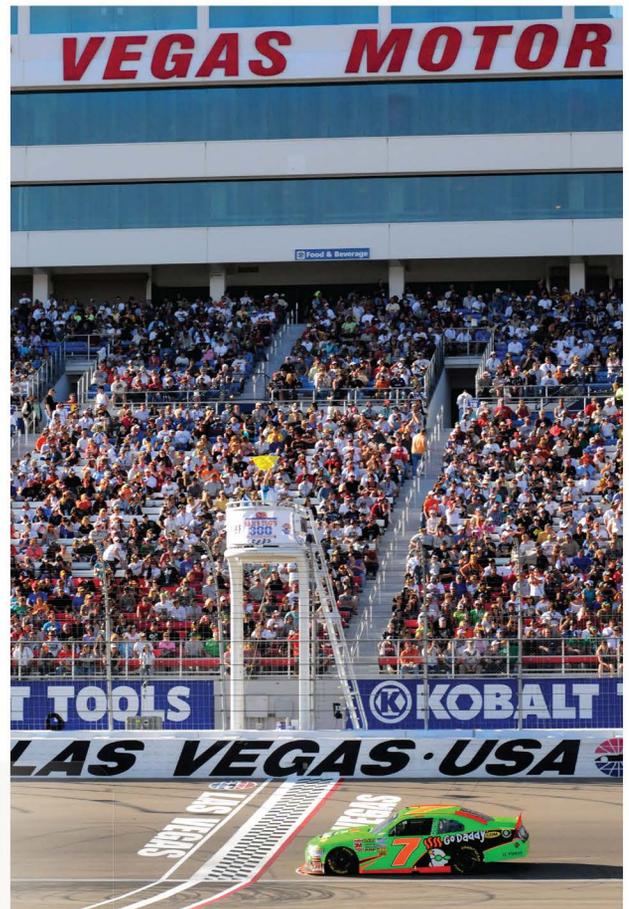
700 Moren Way • Elko, NV 89801 • (800) 248-3556

www.ExploreElko.com

RACING

For three days in March, the eyes of the motorsports world are on Sin City. **NASCAR Weekend**—featuring the Sprint Cup Series and Nationwide Series—at Las Vegas Motor Speedway, **March 8-10**, draws hundreds of thousands of spectators who, in addition to the main events at the 142,000-seat speedway, have access to qualifying and practice races as well as the chance to meet teams and drivers at the Neon Garage. The speedway's dragstrip is also set to host the NHRA Mello Yello Drag Racing Series **SummitRacing.com Nationals April 5-7**.

And Nevada's racing action isn't restricted to the pavement. **The Mint 400** returns to Las Vegas and the surrounding desert **March 21-23**. The self-proclaimed toughest, most spectacular off-road race in North America started as a public relations event to promote Las Vegas' Mint Hotel's deer hunt in 1967 and has been one of the city's best-loved events since.



PHOTOS: LAS VEGAS NEWS BUREAU (ABOVE & LEFT), TAMMY ESPINO (BELOW)



FOR MORE INFORMATION

NASCAR Weekend
Las Vegas Motor Speedway
7000 Las Vegas Blvd. N.,
Las Vegas, NV 89115
lvms.com
800-644-4444

The Mint 400
The Best In the Desert
3475 C Boulder Hwy.,
Las Vegas, NV 89121
themint400.com
702-457-5775



Also, search
"motorsports mecca"
at nevadamagazine.com.



LAS VEGAS LEGENDS

Founded in 2012, Nevada's newest pro sports team is the Professional Arena Soccer League's Las Vegas Legends. Capping off its inaugural season around the same time that the magazine you're holding went to press in early February, the Legends held an 11-3 record and had already clinched the PASL's Southwestern Division title with two games remaining in the regular season. ▽



FOR MORE INFORMATION

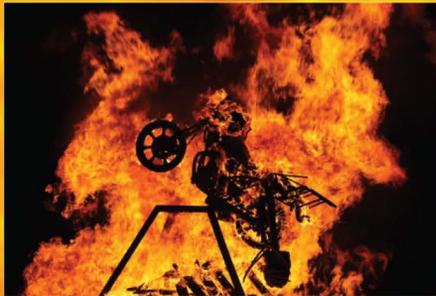
Las Vegas Legends
1400 N. Rampart Blvd., Las Vegas, NV 89128
lasvegaslegends.com
702-888-0319

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Michelle Hammond Urain

www.winnemucca.com
or call 1-800-962-2638

Upcoming Events

Run-A-Mucca Motorcycle Rally
May 24 - 26, 2013

Winnemucca Mule Races and Show
May 31 - June 2, 2013

Winnemucca Basque Festival
June 8 - 9, 2013

Fifties Fever
August 2 - 4, 2013

Tri-County Fair & Stampede ~ Concert
August 29 - September 1, 2013

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(775) 752-3540 • trailofthe49ers.org



DON'T MISS

Las Vegas Heritage Day
 Old Las Vegas Mormon
 Fort State Historic Park
 Mar. 23
 Info: parks.nv.gov, 702-486-3511

"I don't know of any event that has celebrated the history of early Las Vegas to this extent," says Ruth Rauma of Friends of the Fort. Included in the festivities are a Period Costume Contest and Fast Draw Competition, which "may be one of the few Fast Draw Competitions to be held in Las Vegas," Rauma adds.

Guests will be treated to a timeline of Las Vegas history, and the following groups will participate:

- ❖ Mountain Men with displays and demonstrations.
- ❖ Old Spanish Trail Association with displays.
- ❖ Civil War reenactment groups.
- ❖ Pioneer groups.
- ❖ Water Stone Bunch portraying the Cowboy Era of Nevada's Old West.
- ❖ Railroad displays representing the Railroad Era in Las Vegas.

Admission is \$7; children 5 and younger are free.

ALSO AT OLD LAS VEGAS MORMON FORT STATE HISTORIC PARK

- ❖ Backyard Birding at the Old Fort, Mar. 2, 9 & Apr. 6
- ❖ Dutch Oven Cooking with Ray, Mar. 16 & Apr. 13
- ❖ Helen Stewart Tea & Meet the Author of *Early Las Vegas*, Apr. 13

PYRAMID LAKE PRESENTS...

NORTHERN NEVADA INDIAN RESERVATION ROLLS OUT ECLECTIC EVENTS.



Pyramid Lake alone is reason enough to visit—it's the highlight of the only National Scenic Byway entirely within tribal land. But many don't realize the great events and world-class fishing available at this pristine desert lake, located north of Reno-Sparks. Below is a list of 2013 activities at Pyramid Lake Indian Reservation.

- ❖ Ken Hembre Classic Fishing Derby, Sutcliffe. Mar. 17-18
- ❖ Spring Catch & Release Fishing Derby, Sutcliffe. Apr. 6-7 & 13-14
- ❖ International Migratory Bird Day, Nixon. May 11
- ❖ Free Fishing Day, Sutcliffe. May 11
- ❖ Pyramid Lake War Memorial Day Holiday, Nixon. May 17
- ❖ Pyramid Lake War Sunrise Ceremony & Eagle Spirit Run, Nixon. May 17
- ❖ Memorial Day Weekend, Sutcliffe. May 25-27
- ❖ Pyramid Lake Veterans & Warriors Organization Memorial Day Event, Nixon. May 27
- ❖ Last Day of Trout Fishing Season, Sutcliffe. June 30
- ❖ Fourth of July at Pyramid Lake, Sutcliffe. July 4
- ❖ Sacred Visions Powwow, Wadsworth. July 19-21
- ❖ Pyramid Lake Sprint Triathlon, Sutcliffe. July 27
- ❖ Pyramid Lake Art Show, Nixon. Aug. 24-25
- ❖ Labor Day Weekend at Pyramid Lake, Sutcliffe. Aug. 31-Sept. 2
- ❖ Centennial Celebration of Anaho Island National Wildlife Refuge, Nixon. Sept. 4
- ❖ Opening Day of Fishing Season, Sutcliffe. Oct. 1
- ❖ "Ride the Rez" Tahoe-Pyramid Bikeway, Wadsworth. Oct. 12
- ❖ Pyramid Lake Veterans & Warriors Organization Veterans Day Event, Nixon. Nov. 11
- ❖ Veterans Day Weekend at Pyramid Lake, Sutcliffe. Nov. 9-11

WHERE

Pyramid Lake Indian Reservation

INFO

pyramidlake.us, 775-574-1000

statewide



The Purina Pro Plan Incredible Dog Challenge takes place March 1-2 at the Rio in Las Vegas.

EVENTS

Purina Pro Plan Incredible Dog Challenge | Rio, Las Vegas
Mar. 1-2
Info: proplan.com, 704-644-6561

Las Vegas Restaurant Week
Various locations
Mar. 8-15
Info: helpoutdineoutlv.org

Snow Camping 101 | Lake Tahoe
Mar. 9-10
Info: tahoerimtrail.org, 775-298-0285

Full Moon Hikes
Spring Mountain Ranch State Park
Mar. 9-10, Apr. 10-11
Info: parks.nv.gov, 702-875-4141

St. Patrick's Day Parade & Festival
Henderson
Mar. 14-17
Info: hendersonlive.com, 702-267-2171

All In Poker Series | Atlantis, Reno
Mar. 15-25
Info: atlantiscasino.com/allin, 800-723-6500

Astronomy in the Park
Spring Mountain Ranch State Park
Mar. 16
Info: parks.nv.gov, 702-875-4141

Nature Valley U.S. Alpine Championships | Squaw Valley USA
Mar. 17-23
Info: squaw.com, 800-403-0206

Food University | Caesars Palace, Las Vegas
Mar. 27-29
Info: fooduniversitylasvegas.com, 866-840-8822



GINGER DERONNEBECK

Opening Easter Weekend
Animal Ark, Reno
Mar. 30-31
Info: animalark.org, 1-775-970-3111

Easter Egg Hunt
Spring Mountain Ranch State Park
Mar. 31
Info: parks.nv.gov, 702-875-4141

Heritage Parade & Festival | Henderson
Apr. 6-8
Info: hendersonlive.com, 702-267-2171

Henderson Senior Games
Various locations

Apr. 6-28
Info: cityofhenderson.com, 702-267-5717

Chinese Women in the 19th Century (lecture) | Art Source Gallery, Reno
Apr. 11
Info: 775-250-1417

Rural Roundup (tourism conference) | Pahrump
Apr. 17-19
Info: ruralroundup.com

UNLVino | Various Las Vegas locations
Apr. 18-21
Info: unlvino.com, 877-413-VINO

Ranch Day | Spring Mountain Ranch State Park
Apr. 20
Info: parks.nv.gov, 702-875-4141

The Vegas Games
Floyd Lamb Park, Las Vegas
Apr. 20-21
Info: lasvegascelticsociety.org

Great Vegas Festival of Beer
Sunset Park, Las Vegas
Apr. 27
Info: greatvegasbeer.com

RENO SHOWS

Magique | Eldorado, Reno
Thru Apr. 14
Tickets: eldoradoreno.com, 800-648-5966

Aaron Lewis | Silver Legacy, Reno
Mar. 1
Tickets: silverlegacy.com, 800-687-8733

YES | Silver Legacy, Reno
Mar. 9
Tickets: silverlegacy.com, 800-687-8733

ScrapArtsMusic
Nightingale Concert Hall, Reno
Apr. 4
Tickets: unr.edu/pas, 800-233-8928

Menopause the Musical | Eldorado, Reno
Apr. 19-July 14
Tickets: eldoradoreno.com, 800-648-5966

A.V.A. Ballet Theatre's "Peter Pan"
Pioneer Center, Reno
Apr. 27-28
Tickets: pioneercenter.com, 775-686-6600

arts & museums



DON'T MISS

50 Greatest Photographs of National Geographic | Imagine Exhibitions Gallery | The Venetian, Las Vegas
 Limited Engagement
 Info: venetian.com, 702-414-9000

The exhibition showcases some of *National Geographic's* most-remembered and celebrated photographs from its 125-year-old history, such as Steve McCurry's unforgettable "Afghan Girl" (left).

In addition to seeing the photographs as they appeared in the magazine, visitors will learn the stories behind the photos and more about the photographers themselves.

For some images, visitors will be able to see the "near frames" taken by the photographer: the sequence of images made in the field before and after the perfect shot.

EVENTS & EXHIBITS

Arboles de Cholula (Trees of Cholula)
 OXS Gallery, Carson City
 Thru Mar. 22
 Info: nevadaculture.org, 775-687-6680

Oil Paintings & Writings From the Car Forest | Truckee Meadows Community College, Reno
 Thru Mar. 23
 Info: tmcc.edu, 775-673-7000

African-American Heritage Exhibit
 Las Vegas City Hall Chamber Gallery
 Thru Apr. 18
 Info: artslasvegas.org, 702-229-1012

The Many Faces of George Washington
 Nevada Historical Society, Reno
 Thru Apr. 13
 Info: nevadaculture.org, 775-687-6680

CSI: Crime Scene Insects
 Springs Preserve, Las Vegas
 Thru May 12
 Info: springspreserve.org, 702-822-7700

Italian Americans at Bat: From Sand Lots to the Major Leagues
arte italia, Reno
 Thru May 19
 Info: arteitaliausa.com, 775-333-0310

12" OF SIN - International Juried Art Exhibition
 Sin City Gallery, Las Vegas
 Mar. 7-Apr. 20
 Info: sincitygallery.com, 702-608-2461

Jewels of Titanic
 Titanic: The Artifact Exhibition, Las Vegas
 Mar. 22-May 31
 Info: rmstitanic.net, 404-842-2600



Art at the Market
 Bruce Trent Park, Las Vegas
 Apr. 13-14
 Info: lasvegasfarmersmarket.com, 702-562-2676

ARTS AT THE HEART

NEVADA ARTS COUNCIL PLAYS HOST IN ADVANCE OF ARTS DAY IN NEVADA.

Place matters. That is the message of this year's Arts @ the Heart, convening April 22-23 in Reno. If you ponder such questions as, "What is it that makes a community livable and vibrant?" then this annual conference is for you.

Entering its fifth year, Arts @ the Heart is meant to connect, communicate, and champion a vision that invests in people and the places they live. Organizers consider the attributes of vibrant communities, the role of artists as civic animators, and local renewal and growth through community engagement.

Arts @ the Heart is scheduled in association with Arts Day in Nevada, an activity of Nevada Arts Advocates that brings Nevadans from all corners of the state to Carson City during the Legislative session, which takes place on May 7.

Speakers:

- ❖ Barbara Schaffer Bacon, Co-Director, Animating Democracy, Americans for the Arts, Washington, D.C.
- ❖ Beth Flowers, Executive Director, Beet Street, Fort Collins, Colorado.



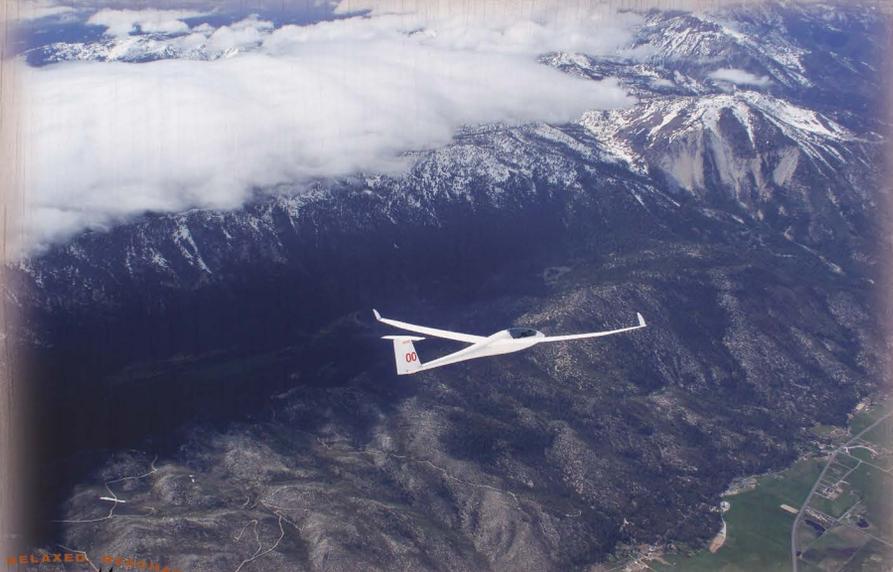
WHERE
 Reno
 Siena Hotel

WHEN
 Apr. 22-23

TICKETS
nac.nevadaculture.org
 775-687-6680
 \$65 per person
 (includes breakfast & lunch)

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July 4th Old Fashioned
Independence Day
Celebration

August 8th-11th
Eureka County Fair
& Rodeo

November 15th & 16th
Holiday Bazaar in the
Eureka Opera House

Eureka Opera House | Perdiz Sport Shooting
775-237-6006 | 775-237-7027

EUREKA COUNTY ECONOMIC DEVELOPMENT PROGRAM

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safehavenwildlife1@gmail.com



May 18th
6th Annual Fundraiser
Winnemucca Convention Center
Special Guest and Event MC - Amanda Sanchez, KOLD TV



SafeHavenWildlife.com

Safe Haven is an accredited 501(c)3 non-profit wildlife rescue organization.

RIDING FOR A CAUSE

LAS VEGAS CYCLISTS PEDAL IN HONOR OF CHILDREN WHO ARE BATTLING CANCER.

BY KELLY WEBB



Some ride for exercise, some for competition, and some for hope. In Las Vegas, you can ride for all three.

On April 20, the Riders for Candlelighters Kids will pedal for an extraordinary cause. 2013 marks the Riders for Candlelighters cycling team's fourth year. The team trains for nearly four months to prepare for the 40-, 75-, or 100-mile Tour de Summerlin, symbolizing a collective commitment to help end childhood cancer.

Candlelighters Childhood Cancer Foundation of Nevada (CCCFN) is a nonprofit organization that helps families affected by cancer. Its mission is to provide support, education, and advocacy for children who are diagnosed with cancer and their families. The team is comprised of novice, intermediate, and experienced cyclists.

Team members kicked off their progressive training programs at the end of January. In addition to volunteer mentors and a coach, members receive a training manual, nutrition and hydration information, access to bicycle repair clinics, a team pasta dinner, weekly training rides, event registration, and jerseys. In return, each rider commits to raise at least \$1,000.

Last year, a team of 60 cyclists raised \$81,000. This year, the goal is \$100,000. "We know we can do it," says coach and CCCFN board member Chris Parker. "We're not only dedicated as individuals, we're dedicated as a team."

The motivation behind this two-wheel journey goes beyond fundraising. It symbolizes the hope that anyone can overcome great challenges. "I asked a first-time rider how many miles she thought she could do," says mentor and board member Paul Chaffee. "She told me 50. I assured her she was capable of 60. She crossed the 75-mile finish line, along with more than 50 riders who previously believed it was an impossible feat."

April 20 marks the Tour de Summerlin's 12th anniversary.

FOR MORE INFORMATION

Candlelighters Childhood Cancer Foundation of Nevada
 candlelightersnv.org
 702-737-1919

Tour de Summerlin
 Apr. 20
 tourdesummerlin.com
 702-252-8077



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NEVADA
MAGAZINE

THE BOYZ ARE BACK

BOYZ II MEN WILL HEADLINE AT THE MIRAGE STARTING MARCH 1.



Four-time Grammy-winning group Boyz II Men will headline at The Mirage in Las Vegas starting March 1. Shows are slated as far out as December 29.

Best known for its ballads and a capella melodies such as "I'll Make Love To You" and "One Sweet Day," the trio will perform on Fridays and weekends at the Terry Fator Theatre. The show will feature the group's biggest hits, turning the clock back to the 1991 smash "Motownphilly."

Boyz II Men remains one of the truly iconic R&B acts in music history. The group redefined popular R&B and continues to create timeless hits that appeal to fans across all generations. Having just celebrated its 20th anniversary, the band holds the distinction of being the best-selling R&B group of all time, with an astounding 60 million albums sold.

Boyz II Men marked two successful decades with the release of a new album, fittingly titled "Twenty." The album contains the group's first original material in nearly a decade as well as a dozen remastered classic hits.

The three performers bring a good amount of Las Vegas experience to the stage, having played an extended holiday show on the Strip two years ago.

WHERE

The Mirage

WHEN

March 1-3, 9-10, 15-17, 23-24, 29-30

April 20-21, 26-28

Showtime: 7:30 p.m.

TICKETS

mirage.com, 800-963-9634

Starting at \$39.99

ALSO AT THE MIRAGE

Ron White, Mar. 1-2, Apr. 26-27

Ray Romano & Kevin James, Mar. 8-9

Kathy Griffin, Mar. 15

Seth Meyers, Mar. 16

Jay Leno, Apr. 12-13

FOR MORE SHOWS, VISIT
VEGASANYWHERE.MOBI

las vegas shows



DON'T MISS

DEF LEPPARD'S VIVA HYSTERIA!

Hard Rock Hotel

Mar. 22-23, 27, 29-30

Apr. 3, 5-6, 10, 12-13

Tickets: ticketmaster.com, 800-745-3000

Produced exclusively by AEG Live, Def Leppard will perform its iconic album "HYSTERIA" in full as well as a selection of its greatest hits, highlighting classic material from throughout the band's career. VIVA Hysteria! will feature an elaborate set design created only for Def Leppard's Las Vegas residency at The Joint inside Hard Rock Hotel. Known for legendary big-scale arena shows, Def Leppard offers an up-close-and-personal experience like never before. With the farthest seat only 155 feet from the intimate venue's stage, VIVA Hysteria! is unlike any show the band has ever done.

Showtime: 8 p.m.

Also at Hard Rock

Bruce in the U.S.A., Mar. 1

Faster Pussycat, Mar. 3

10 Years, Mar. 6

Anuhea, Mar. 9

Crashdiet, Mar. 26

Badfish, a Tribute to Sublime, Apr. 5

Justin Furstenfeld of Blue October, Apr. 7

Romeo Santos, Apr. 14

The xx, April 16

Kenny Chesney, Apr. 19-20



NEW OR RELOCATED

THE PHAT PACK | The Plaza

Tues., Thurs., & Fri.

Tickets: plazahotelcasino.com,
702-946-8934

PIN UP | Stratosphere

Dark Tues. & Wed.

Tickets: stratospherehotel.com,
800-99-TOWER

Suncoast Variety Show | Suncoast

Thurs. afternoons

Tickets: suncoastcasino.com,
702-456-7777

Legends in Concert

Flamingo Las Vegas

Dark Sat.

Tickets: flamingolasvegas.com

Taylor Hicks | Paris Las Vegas

Mar. 4-5, 7-9, 11-12, 14-16, 18-19,

21-23, 25-26, 28-30

Apr. 15-16, 18-20, 22-23, 25-27, 29-30

Tickets: parislasvegas.com,

888-746-7784

OF INTEREST

Flogging Molly | The Cosmopolitan

Mar. 16

Tickets: cosmopolitanlasvegas.com,
800-745-3000

Shrek the Musical | The Smith Center

Mar. 19-24

Tickets: thesmithcenter.com, 808-326-6868

Guys and Dolls | LVH

March 29

Tickets: thelvh.com, 888-732-7117

Academy of Country Music

Awards & ACM Fan Jam

MGM Grand & The Orleans

April 7

Tickets: acmawards.com

*Don Rickles | The Orleans

April 13-14

Tickets: orleanscasino.com, 702-365-7075

*54th consecutive year Rickles will headline in Las Vegas



RACHID DAHNOUN/AURORA PHOTOS

Reno's first arch was erected in 1926 to promote the Transcontinental Highways Exposition and originally included the words "Nevada's Transcontinental Highways Exposition" and the dates of the event (June 25-August 1, 1927). The slogan "The Biggest Little City in the World" was adopted in June 1929.

ALL SEASONS—1,000 REASONS

RSCVA CEO discusses Reno's new slogan and the state of tourism in Northern Nevada.

BY CHARLIE JOHNSTON

The Biggest Little City in the World, America's Adventure Place, A Little West of Center, Far From Expected...Reno has seen its fair share of nicknames and slogans—especially so in the last decade—and few of them have stuck.

As the years-long game of musical mottos shows, the region was facing a bit of an identity crisis when President and CEO Chris Baum took the helm of the Reno-Sparks Convention & Visitors Authority at the start of 2012. Since, Baum and his team have set out to create new marketing campaigns and a corresponding slogan that work for the Reno/Lake Tahoe area. We had a chance to sit down with Baum in January to talk about the RSCVA's new direction, marketing campaigns, and slogan "All Seasons—1,000 Reasons."



Chris Baum, RSCVA

Q: Obviously you weren't sold on Reno's former slogan, "Far From Expected." Where do you think it went wrong?

A: I was told about how things apparently were done in the past; I guess they went out into the community and had public forums and asked everybody's opinion. Marketing is not a group activity. Marketing should be handled by a small group of experts. You will never get a good result if everybody gets to vote and put in their two cents.

Q: In December, the RSCVA unveiled the new campaign and slogan, "All Seasons—1,000 Reasons." Has it been better received than its predecessors?

A: I've had strangers come up to me and say, "I really like the new slogan." I've gone to church and had people say, "The new slogan is great." My wife told me the other day, "I saw [so and so] today at the PTA meeting, and they wanted me to tell you that they think the new slogan is terrific." Yes, we've gotten an awful lot of positive feedback.

What's amazing is the way we came up with it and the fact that we didn't spend \$50,000 on focus groups. We just painted it on the side of our 1951 Willy's four-wheel-drive [promotional] station wagon before a press conference and said nothing about the words on the side of that car.

That same day I started getting e-mails and calls from people saying they loved the new slogan. It was really the purest form of market research you can do: put something out in the world, don't mention it, and see if anyone notices.

Q: Ray Hagar posed the question "too generic or cool?" in regards to the new slogan in a *Reno Gazette-Journal* story earlier this year. Roger Brooks of Seattle's Destination Development International is quoted in that story as calling the slogan generic. What do you say to such skepticism?

A: If people didn't think the slogan was on target, I would have heard about it. If you have to go to Seattle to find a self-proclaimed consultant who says that he disagrees...I think he's just criticizing other people's work.

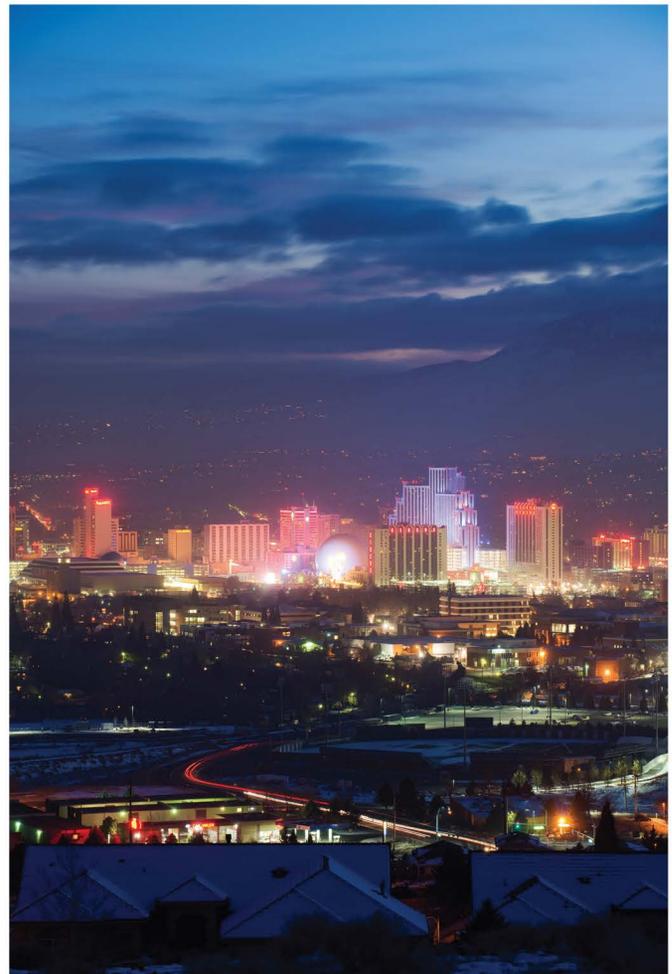
Q: In your view, what does "All Seasons—1,000 Reasons" say about the region? Are there, in fact, 1,000 reasons?

A: Even without gaming, we still have 1,000 reasons to come here. And it's a legitimate claim. Most resort destinations just have a couple of things to offer. We offer a very long, diverse list of things you can't do just anywhere. Dad can go to the National Automobile Museum; mom can go to the spa; sis can go hiking, backpacking, mountain biking, or kayaking; and her brother can go and hang out in clubs and play blackjack and poker. Everybody's got something to do here, and that's not true of a lot of resort destinations.

Q: In that *RGJ* story you say, "We don't hang our hat on a slogan." Tell us a little about the campaign itself and what you see it doing for Reno and the region.

A: In the context of marketing, the slogan is not the most important thing. The most important things are the messages we're putting across and the misconceptions about this region we're overcoming. We have a destination a lot of people know nothing about, but there are a lot of people in America that would enjoy what we have to offer, so long as we can get that message across. "All Seasons—1,000 Reasons" is about showing people that we're a true all-seasons resort. Our marketing team is literally putting together a list of 1,000 things that you can do here, in all seasons and from all ends of the spectrum. The point is that this is a place where, as our marketing campaign states, you can "find your passion," no matter what it is.

Q: Gaming hasn't been mentioned as far as the new campaign and slogan go. What is the state of gaming in Reno-Sparks? How does that affect the region as it concerns attracting visitors?



RACHID DAHNOUN



Hot August Nights, August 6-11, is one of Northern Nevada's most popular events and draws classic-car owners and enthusiasts from around the nation.

A: We have all of these hotels that were built for a gaming model, and when gaming was at its peak, you didn't have to worry about any other kind of business. People came because you couldn't gamble in many other places, but you could gamble here in Reno. Now you can gamble almost everywhere in America, so you have to take all the other assets here and put those front and center.

Gaming still brings a lot of money, but it will never be as big [for Reno] as it used to be. But where else do you have access to skiing on these terrific mountains, or our incredible entertainment, spas, special events, museums, and outdoor recreation? Where else can you drive a dune buggy at 100 mph in the desert or attend Hot August Nights, Street Vibrations, the Nugget Rib Cook-Off, the National Championship Air Races, and The Great Reno Balloon Race? We have such incredible variety here.

Q: You've made attracting meetings and conventions to the region a top priority at the RSCVA. Why?

A: We're not going to fill nine hotels with 800 to 2,000 rooms every night with just tourists. We have a market with a population of about 420,000 and more hotel rooms than cities 10 times that big. The entire state of Michigan has just one hotel with more than 1,000 rooms. About half of [the Reno area's] business in the future has got to come from meetings and conventions. They tend to come during the week; tourists tend to come on the weekends. Put them together, and we can start getting an occupancy level that fills up this incredible capacity we have.

We're focusing heavily on bringing conventions from companies in the West because there are direct flights to Reno from many western cities, and there are just a short drive. Washington D.C. is the headquarters for most American associations and our number-one market for conventions, so we're putting a lot of emphasis there as well.

Q: Anything new and exciting in store for the Reno area for 2013?

A: Barrett-Jackson just announced that Reno Tahoe is going to be the newest destination for one of their big custom car and collector auctions during Hot August Nights. This is a big, big thing; we're talking about 20-plus hours of live coverage on the Speed channel with Reno Tahoe logos everywhere, and filmed excursions to local attractions such as the National Automobile Museum. It's an incredible development. It's right for this destination.

Q: Between hunting down and experiencing all of those "1,000 Reasons" in and around Reno, have you had a chance to travel Nevada much outside of the city? If so, where?

A: I've done a little bit of travel [in the state] and have spent a lot of time around Lake Tahoe, the greater-Reno/Sparks area, Virginia City, and Carson City. I've traveled to Vegas for years.

But there are a lot of parts of the state that I'm looking forward to getting to. I'd like to get out [to Elko] and see the National Cowboy Poetry Gathering. Frankly, I've been working too hard in my first year. Hopefully in my second year I can take an occasional breather and get out and visit more of the state. I can't wait! ▾

FOR MORE INFORMATION

Reno-Sparks Convention & Visitors Authority
4001 S. Virginia St., Reno, NV 89502
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775-827-7600



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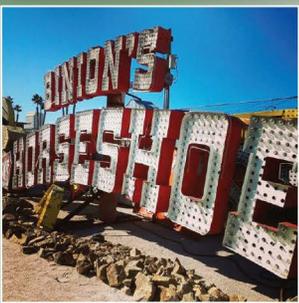
THE BUZZ ABOUT NEVADA

BuzzFeed takes a January road trip around Southern Nevada.

Social news organization BuzzFeed partnered with the Nevada Commission on Tourism to promote the State of Nevada by sending two people from BuzzFeed's creative team—Dane Bjorklund and Alix McAlpine—to Las Vegas, Tonopah, Pahrump, and other rural towns from January 10 to 15. The team's mission was to discover Nevada's treasures inside and out of Las Vegas, but they also helped dispel a myth you often hear about rural Nevada: There is indeed good cell-phone reception.

Bjorklund and McAlpine posted numerous photos on their Instagram accounts using hashtag #nvroadtrip. A selection of those images is shown on this page. BuzzFeed visited well-known attractions such as Hoover Dam and Valley of Fire State Park, but they also spent time at places like Roos-N-More Zoo in Moapa and Beatty's Death Valley Nut & Candy Company.

The traveling duo also documented their trip with numerous blog posts at buzzfeed.com/nevada such as "22 Animals We Didn't Expect To See in Nevada" and "Signs of Extraterrestrial Life in Nevada."



READ BLOGS & SEE PHOTOS

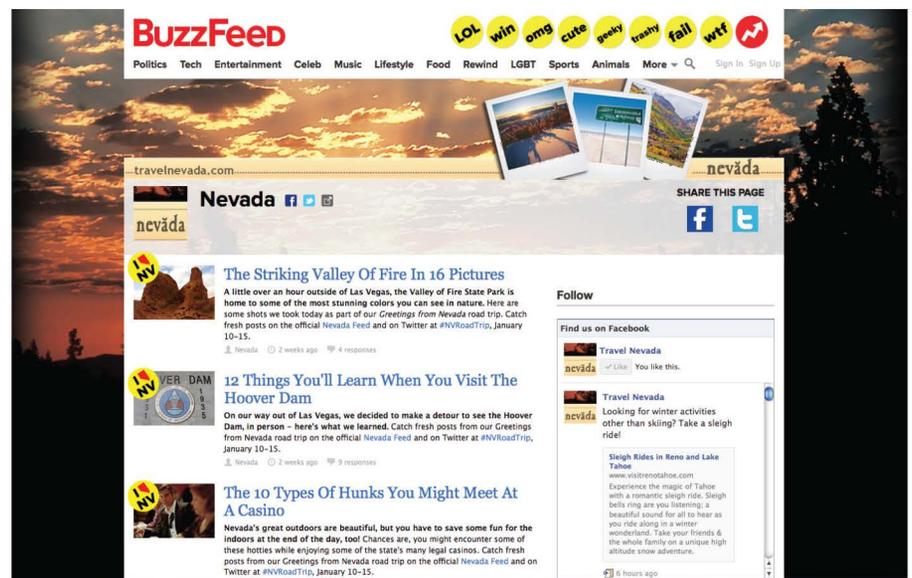
buzzfeed.com/nevada

WORTH A CLICK

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LAKE TAHOE

Lake Tahoe Visitors Authority
tahoesouth.com, 530-544-5050

North Lake Tahoe Visitors Bureau
gotahoenorth.com, 888-434-1262

NORTHERN NEVADA

City of Reno
reno.gov, 775-334-INFO

Reno-Sparks Convention & Visitors Authority
visitrenotahoe.com, 800-FOR-RENO

Battle Mountain (Lander County Convention & Tourism Authority)
battlemountaintourism.com,
775-635-1112



Austin
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Black Rock Desert (Friends of Black Rock High Rock)
blackrockdesert.org, 775-557-2900

Carlin (City of)
explorecarlinnv.com, 775-754-6354

Carson City Convention & Visitors Bureau
visitcarsoncity.com, 800-NEVADA-1

Carson Valley Visitors Authority
visitcarsonvalley.org, 800-727-7677

Elko Convention & Visitors Authority
exploreeelko.com, 800-248-3556

Eureka County Economic Development Program
eurekacounty.com, 775-237-5484

Fallon Convention & Tourism Authority
visitfallonnevada.com, 866-432-5566

Fernley (City of)
cityoffernley.org, 775-784-9800

Gardnerville (Town of)
gardnerville-nv.gov, 775-782-7134

Genoa (Town of)
genoanevada.org, 775-782-8696

The Greater Austin Chamber of Commerce
austinnevada.com, 775-964-2200

Hawthorne Convention Center
visitmineralcounty.com,
775-945-5854

Jackpot (Cactus Petes)
jackpotnevada.com, 800-821-1103

Jarbidge
jarbidge.org



Fremont Street Experience
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Lovelock
loverslock.com, 775-273-7213



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Minden (Town of)
townofminden.com, 775-782-5976

Pyramid Lake Indian Reservation
pyramidlake.us, 775-574-1000

Sparks (City of)
cityofsparks.us, 775-353-5555

Spring Creek (Association)
springcreeknv.net, 775-753-6295

Virginia City Tourism Commission
visitvirginiacitynv.com, 800-718-7587

Wells Chamber of Commerce
wellsnevada.com, 775-752-3540



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West Wendover (City of)
westwendovercity.com, 866-299-2489

White Pine County Tourism and Recreation Board (Ely)
elynevada.net, 800-496-9350

Winnemucca Convention & Visitors Authority
winnemucca.nv.us, 800-962-2638

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SOUTHERN NEVADA

City of Las Vegas
lasvegasnevada.gov, 702-229-6011

Las Vegas Convention & Visitors Authority
visitlasvegas.com, 702-892-0711

Beatty Chamber of Commerce
beattynevada.org, 866-736-3716

Boulder City Chamber of Commerce
bouldercitychamber.com, 702-293-2034

Goldfield Chamber of Commerce
goldfieldnevada.org, 775-485-3560

More Nevada events and shows: travelnevada.com/events-shows

Henderson (City of)
hendersonlive.com, 702-267-2171

Laughlin
visitlaughlin.com, 800-452-8445

Lincoln County
lincolncountynevada.com, 877-870-3003

Mesquite (City of)
mesquitenv.gov, 702-346-5295

Moapa Valley Chamber of Commerce
moapavalleychamber.com, 702-398-7160

Pahrump
visitpahrump.com, 866-722-5800

Primm (Valley Resorts)
primmvalleyresorts.com, 888-386-7867

Rachel
rachel-nevada.com, 775-729-2515

Tonopah (Town of)
tonopahnevada.com, 775-482-6336

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TERRITORIES

Cowboy Country
cowboycountry.com

Indian Territory
nevadaindianterritory.com, 775-687-8333

Las Vegas Territory
lvterritory.com, 702-348-4708

Nevada Silver Trails
nevadasilvertrails.com

Pony Express Territory
ponyexpressnevada.com, 888-359-9449

Reno-Tahoe Territory
renotahoe.com, 775-687-7410

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ART/PERFORMING ARTS

Arts Las Vegas
artslasvegas.org, 702-229-6511

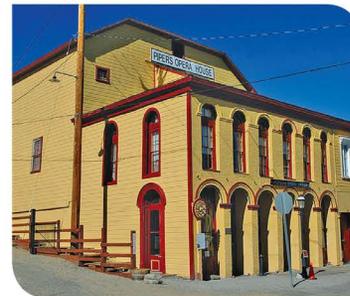
Brewery Arts Center, Carson City
breweryarts.org, 775-883-1976

Brüka Theatre, Reno
bruka.org, 775-323-3221

Eureka Opera House
eurekacounty.com, 775-237-6006

Oats Park Art Center, Fallon
churchillarts.org, 775-423-1440

Pioneer Center, Reno
pioneercenter.com, 775-686-6600



Piper's Opera House, Virginia City
piperslive.com, 775-847-0433

Western Folklife Center, Elko
westernfolklife.org, 775-738-7508

Yerington Theatre for the Arts
yeringtonarts.com, 775-463-1783

For more arts events in the state:



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NATIONAL PARKS

Great Basin National Park
nps.gov/grba, 775-234-7517

Death Valley National Park
nps.gov/deva, 760-786-3200

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STATE PARKS

Nevada State Parks
parks.nv.gov, 775-684-2770



Black & White Ball

"I'd often looked at this scene in the summer, but it was never quite right," says Ball, the features editor at *Reno Gazette-Journal*. The elements came together perfectly for Ball, though, on December 30, 2012 at Bartley Ranch Regional Park in Reno. "When a series of storms moved in over Christmas, I headed to Bartley in hopes of grabbing a shot like this. It was bitterly cold, but well worth it."

Ball, who used a Fuji X100 here, specializes in black-and-white photography and tends toward long exposures. "I still shoot a lot of black-and-white film and process it at home," he says. Ball also maintains a blog about his "adventures with plastic, vintage, and toy cameras" at ishootplastic.blogspot.com.

For more information about Reno's Bartley Ranch Regional Park, visit washoeconomy.us or call 775-828-6612.

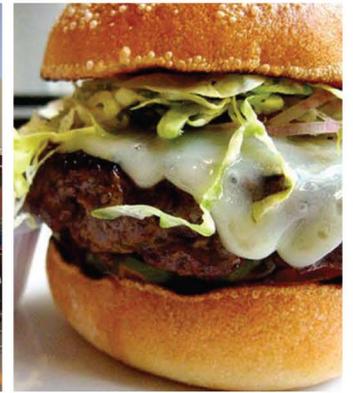
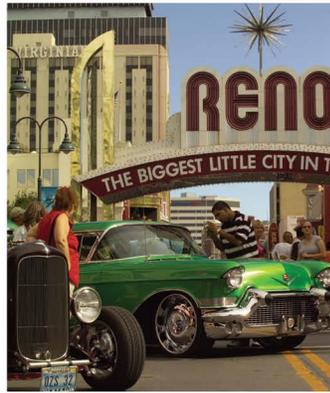
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