

# KIRVIN DOAK

## COMMUNICATIONS

### El Cortez Hotel & Casino and St. Jude Children's Research Hospital Launch First Traveling Hearts of Las Vegas Exhibit

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**LAS VEGAS** – On Thursday afternoon, El Cortez Hotel & Casino Executive Vice President **Alexandra Epstein** and representatives from St. Just Children's Research Hospital, **Dorit Schwartz** and **Lainie Strouse**, unveiled the first traveling Hearts of Las Vegas collection at El Cortez's Jackie Gaughan Plaza.

The 10 artistic human-heart sculptures have been crafted by local artists and will remain on display in the Jackie Gaughan Plaza for the next two months. The exhibit will not only act as a breathtaking art installation, but it will also help bring awareness to the work of St. Jude and their continued support for the treatment of childhood cancer and other life-threatening childhood diseases.

After thanking the representatives of St. Jude for bestowing this honor upon El Cortez, Epstein introduced Schwartz and Strouse, who each offered an encouraging message of hope and gracious support while sharing St. Jude's mission. Having the opportunity to use an innovative platform such as the Hearts of Las Vegas has allowed St. Jude to spread their message the local community.

To conclude the unveiling ceremony, Schwartz and Strouse gifted Epstein and El Cortez with a heart sculpture to remain permanently on the Jackie Gaughan Plaza.

Prior to the formation of the traveling display, the Hearts of Las Vegas were featured individually throughout the streets of Las Vegas. In May 2012, a selection of hearts were auctioned to local individuals at the third annual "Las Vegas Honors St. Jude: An Affair of the Art" event. One hundred percent of the proceeds from the collection benefited the children of St. Jude.

#### About El Cortez Hotel & Casino

El Cortez Hotel & Casino is the longest continuously operating hotel-casino in Las Vegas and celebrates its 71st year of operation in 2012. The iconic property can be found in historic downtown Las Vegas at 600 East Fremont St. and is the only casino in the city's burgeoning Fremont East Entertainment District. With 300 newly remodeled hotel rooms, including ten uniquely themed suites that resulted from the 2010-2011 Design A Suite Downtown Contest, El Cortez offers some of the best accommodations in downtown Las Vegas. In May 2009, the property opened the El Cortez Cabana Suites, a 64-room boutique hotel offering vintage South Beach style in the heart of downtown. The El Cortez casino features full-pay 3-2 single deck blackjack, 10 times odds on craps, state-of-the-art roulette and more than 1,000 slot machines. El Cortez also offers a full range of sports betting options and is proudly affiliated with the Station Casinos Sports Book. The Las Vegas Review-Journal voted El Cortez "Best Paying Slots" in 2012, "Best Downtown Hotel" in 2009; "Best Blackjack in Las Vegas" in from 2009-2012; "Best Video Poker" in 2008 and "Best Keno in Las Vegas" from 2008-2012. Dining options at El Cortez include: Café Cortez, The Flame Steakhouse – a vintage favorite among Las Vegas locals – and The Parlour, featuring an exclusive menu of small plates and live entertainment. The property's other amenities include: Subway featuring Seattle's Best Coffee, El Cortez Gift Shop, a full-service beauty salon and a barber shop. For more information, please call 1-800-634-6703 or 702-385-5200, or visit <http://www.elcortezhotelcasino.com/>.

Stay up to date with El Cortez Hotel & Casino events and specials on Facebook and Twitter.

#### St. Jude Children's Research Hospital

Since opening 50 years ago, St. Jude Children's Research Hospital has changed the way the world treats childhood cancer and other life-threatening diseases. No family ever pays St. Jude for the care their child receives and, for every child treated here, thousands more have been saved worldwide through St. Jude discoveries. The hospital has played a pivotal role in pushing U.S. pediatric cancer survival rates from 20 to 80 percent overall, and is the first and only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. It is also a leader in the research and treatment of blood disorders and infectious diseases in children. St. Jude was founded

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.@ElCortezLV & @StJudeLasVegas unveiled traveling Hearts of #Vegas exhibit today in Jackie Gaughan Plaza! [pic.twitter.com/H1gYasRq](http://pic.twitter.com/H1gYasRq)



#### Quick Facts

by the late entertainer Danny Thomas, who believed that no child should die in the dawn of life. Join that mission by visiting [www.stjude.org](http://www.stjude.org) or following us on [www.facebook.com/stjude](https://www.facebook.com/stjude) and [www.twitter.com/stjude](https://www.twitter.com/stjude).

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