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

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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 (Photo credit: © J. Rick Martin / martinphotogroup.com).



Alexandra Epstein addresses crowd

Photo credit: © J. Rick Martin / martinphotogroup.com.

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.



Local Artists pose with St. Jude

Photo credit: © J. Rick Martin / martinphotogroup.com.

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.



St. Jude and El Cortez

Photo credit: © J. Rick Martin / martinphotogroup.com.

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.

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