

Pink October in Las Vegas

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TROPICANA LAS VEGAS LAUNCHES MONTH-LONG "PINK OCTOBER" CAMPAIGN WITH "FASHIONABLY PINK" EVENT AT NIKKI BEACH

An Evening of Shopping, Sweets and Sips Hosted by Mercedes from Mix 94.1 to
Benefit Susan G. Komen for the Cure® of Southern Nevada

Tickets for Fashionably Pink are \$20 in advance or \$25 at the door and can be purchased at
<http://www.troply.com/entertainment/events/fashionably-pink-event> or by calling 702.739.2411. Guests must be 21 and older with valid ID.

"Paint the Beach Pink" party at Club Nikki – Thursday, Oct. 27, doors open at 10:30 p.m.

Tropicana Pink Hotel Packages – Receive a bottle of pink X-Rated Fusion liqueur, Pink October t-shirts, a special message on the property marquee including name dedication, and a pink ribbon. 20% of each room package will be donated to Susan G. Komen.

Tropicana Pink Menus – Specialty pre-fix menus at Bacio by Carla Pellegrino and Biscayne Steak, Sea & Wine will be available. 20% will be donated to Susan G. Komen.

Pink Web site – Tropicana Las Vegas' Web site will go pink for the entire month of October.

Pink Team Member Initiatives - Team Member education on breast cancer preventative care. Team Member challenges to raise funds for Susan G. Komen.

For more information on "Pink October" and to purchase tickets for "Fashionably Pink" visit <http://www.troply.com/landing/trop-goes-pink>.