

**FOR IMMEDIATE RELEASE**

**Fremont Street Experience to Partner with the Firefighters of Southern Nevada and the Muscular Dystrophy Association for SlotZilla Charity Challenge**

**100% of SlotZilla**™ **Revenue to Benefit**

**the Muscular Dystrophy Association on April 16**

Las Vegas, Nev. – April 9, 2015 – Fremont Street Experience will be hosting a SlotZilla Charity Challenge with the Muscular Dystrophy Association in anticipation of the 2015 Firefighters of Southern Nevada Boot Drive. Fremont Street Experience will be donating 100% of SlotZilla revenue to the MDA on Thursday, April 16 from noon to

6 p.m. There will be a noon media event where firefighters from Southern Nevada will be on-site racing against members of the MDA on the upper Zoomline. Firefighters and members of the MDA will also be on-site taking pictures and talking about the annual upcoming boot drive that takes place on May 8, May 14 and May 15. Flight times can be purchased at the SlotZilla box office or can be booked in advance online at www.vegasexperience.com.

“We are excited to partner with the Muscular Dystrophy Association and the Firefighters of Southern Nevada, especially for how they give back to the community,” said Jeff Victor, president of Fremont Street Experience. “We support the Firefighters of Southern Nevada boot drive that takes place every year to raise money for the MDA. This event on Thursday, April 16 is a fantastic way for supporters to come down to Fremont Street and have a great time for a great cause.”

SlotZilla ticketing, will call and check-in office is located next to the SlotZilla takeoff tower on Fremont Street between 4th Street and Las Vegas Boulevard. Parking is available at Fremont Street Experience parking garage with entrance off 4th Street just north of Carson.

Zipline – Flyers take off from the lower tier of the tower, 77 feet high and zip in a traditional seated-harness position on an 850-foot flight – half the length of Fremont Street Experience – to a mid-point landing platform located between 3rd Street and Casino Center.

Zoomline– Flyers launch from 114 feet high and zoom in a horizontal “superman” position going 35 mph 1,750 feet across the entire length of Fremont Street Experience, and land on a platform atop a newly built Main Street Stage.

Children under 13 in age must be accompanied by a flyer age 13 or over. Flyers must weigh between 60-300 lbs. for Zipline and 100-300 lbs. for Zoomline, with a maximum 6’8” height for lower Zipline but no height limit on upper Zoomline. Flyers cannot be under the influence of drugs and alcohol. Flyers should not ride if they have health concerns, neck/shoulder problems, are pregnant, have heart trouble, problems with balance, or seizure disorders.

**About MDA**The Muscular Dystrophy Association is the world’s leading nonprofit health agency dedicated to saving and improving the lives of anyone with muscle disease, including muscular dystrophy, amyotrophic lateral sclerosis (ALS) and other neuromuscular diseases. It does so by funding worldwide research to find treatments and cures; by providing comprehensive health care services and support to MDA families nationwide; and by rallying communities to fight back through advocacy, fundraising and local engagement. Visit mda.org and follow us at facebook.com/MDAnational and @MDAnews. Learn more about MDA's mission by watching this video <https://www.youtube.com/watch?v=eWOTeyMteV0>

**About the MDA Boot Drive**

The International Association of Firefighters is MDA’s largest national sponsor. The IAFF’s support began in 1954 when the organization committed by proclamation to support MDA until a cure is found. The IAFF raised $100,000 for MDA in 1955, and $1 million in $1970. Firefighters continue to raise the bar in their fundraising efforts with $29 million raised in 2014. To date the IAFF has raised over $529 million for MDA. The unparalleled dedication firefighters show to advancing MDA’s mission is a true example of selfless support of others. The annual local boot drive generates donations for the Nevada Chapter of the Muscular Dystrophy Association and provides services for the 700 local client families in Nevada. Firefighters see the impact the donations have on MDA’s client families. Firefighters of Southern Nevada have spent countless hours volunteering every year at MDA Summer Camp, where thousands of children with muscle disease experience a week of barrier-free fun while gaining confidence and independence.

**About SlotZilla™**

*Zip & Zoom – Vegas Style* on the world’s most unique zipline – SlotZilla™at Fremont Street Experience located in Downtown Las Vegas. SlotZillacombines innovative technology with a dynamic themed concept to transcend a traditional zipline ride, becoming a ground-breaking attraction for the amusement industry. The attraction features two thrill levels, a lower *Zipline* where flyers travel half the length of Fremont Street Experience in a traditional seated-harness position and an upper *Zoomline* where flyers are launched in a horizontal “superman” position 1,750 feet across the entire length of Fremont Street Experience. Both levels deliver an experience unique in the world – flying above thousands of people on Fremont Street Experience and under the four-block-long Viva Vision canopy, which is the world’s largest video screen.

SlotZilla is open Sundays through Thursdays from noon to midnight, and Fridays and Saturdays from noon to 2 a.m. Flights are $20 for the lower Zipline and $40 for the upper Zoomline. Flight times can be booked in advance at the SlotZilla ticketing, will call & check-in office located at 425 Fremont St., Ste. 160. Advance ticket purchases can also be made online at [www.vegasexperience.com](http://www.vegasexperience.com) or by calling 1-844-ZIPVEGAS. Advance group sales for 20 or more tickets can be made by calling (702) 678-5780 or 1-844-SLOTZILLA.

*Visit online at* [*www.vegasexperience.com*](http://www.vegasexperience.com)*, Facebook:* [facebook.com/SlotZillaLasVegas](https://www.facebook.com/SlotZillaLasVegas), *Twitter:* [@SlotZillaLV](file:///C%3A%5CUsers%5Ctbruny%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CYPJYVUGX%5C%40SlotZillaLV), *or Yelp:* <http://www.yelp.com/biz/slotzilla-las-vegas>

**MEDIA CONTACT:**
Lauren Silverstein
Preferred Public Relations
702-254-5704

Lauren@preferredpublicrelations.com