

**FOR IMMEDIATE RELEASE**

**Celebrate College Basketball at Fremont Street Experience**

**with the 7th Annual Downtown Hoopstown**

*Custom stage production show* ***Hardwood Hotties***

*features* ***American Idol*** *Season 6 Finalist Haley Scarnato*

*Celebrate with basketball-themed events and attractions including*

*the World’s Largest NCAA Bracket*

***Click to Tweet:*** <http://ctt.ec/Tpxca> *Celebrate College Basketball at @FSELV with basketball-themed events at the 7th Annual #DowntownHoopstown taking place March 8-April 14.*

LAS VEGAS, NV – March 8, 2016 – Fremont Street Experience invites college basketball fans to dribble down to the ***7th Annual Downtown Hoopstown*** taking place March 8 through April 4. The four blocks underneath the Viva Vision canopy will be lined with college banners and flags as Fremont Street Experience transforms into the ultimate college basketball destination with special events that are sure to be a slam dunk including: nightly entertainment from the stage production show *Hardwood Hotties* featuring ***American Idol*** Season 6 Finalist Haley Scarnato, an interactive *High Hoops Zone*, the world’s largest NCAA bracket and a special basketball-themed show displayed on the 1,500 ft. Viva Vision canopy.

***7th Annual Downtown Hoopstown* Events/Attractions:**

* ***Hardwood Hotties –*** The sexy, crowd pleasing, *Hardwood Hotties* are back, featuring ***American Idol*** Season 6 Finalist Haley Scarnato. The Hardwood Hotties will pump up the jams with an array of energetic songs. *Hardwood Hotties* is a custom stage production show created exclusively for Fremont Street Experience by Face Productions. ***Hardwood Hotties* will perform nightly on the 3rd Street Stage March 8-April 4 from 7-10 p.m. They will be performing at special times for St. Patrick’s Day weekend: March 17 from 5-8 p.m., March 18 from 8-11 p.m. and March 19 from 5-8 p.m. The show will be dark on Thursdays March 10, 24 and 31.**
* ***High Hoops Zone –*** The *High Hoops Zone* returns, giving fans a chance to test their skills and challenge their friends to basketball shoot-outs featuring 20-, 25-, and 30-foot basketball hoops for only $1 dollar per shot.
* ***Worlds Largest NCAA Bracket –*** Bracketology soars to new heights with the world’s largest NCAA bracket will be displayed on the 1,500-foot long Viva Vision canopy and updated daily beginning with the start of the NCAA Tournament on March 15 and through the NCAA championship game on April 4.
* ***Viva Vision Show*** – Each night beginning at dusk the Viva Vision canopy will feature a special basketball-themed Viva Vision show custom synced with bouncing basketballs, slam dunks and more.

***About Fremont Street Experience****Fremont Street Experience, a five-block entertainment district located in historic downtown Las Vegas features Viva Vision, North America’s largest video screen - 1,500 feet long, 90 feet wide and suspended 90 feet above the urban pedestrian mall. Viva Vision features nightly spectacular light and sounds shows with 12.5 million LED lights and a 550,000-watt sound system.  Fremont Street Experience is a one-of-a-kind venue that includes free nightly concerts and entertainment on three stages. SlotZilla, the world’s most unique zipline attraction, features the 850-foot Zipline and the 1,750-foot Zoomline as people launch from a 12-story slot-machine themed takeoff platform to fly under the Viva Vision canopy. With direct pedestrian access to 8 casinos, more than 60 restaurants and specialty retail kiosks, Fremont Street Experience attracts more than 17 million annual visitors. Fremont Street Experience can be found online at* [*www.vegasexperience.com*](http://www.vegasexperience.com)*.*

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