



planet hollywood™
RESORT & CASINO • LAS VEGAS

**PLANET HOLLYWOOD RESORT & CASINO OFFICIALLY WELCOMES
THE 2009 MISS USA® CONTESTANTS TO LAS VEGAS
SATURDAY, APRIL 4, 2009**

Public is INVITED to Greet the 51 MISS USA® Contestants at 6:00 pm

WHO: 51 Miss USA® contestants; Crystle Stewart, 2008 Miss USA®; Thomas McCartney, president and CEO of Planet Hollywood Resort & Casino; Lawrence Weekly, Las Vegas Convention and Visitors Authority Board of Director and Clark County Commissioner; and other dignitaries.

WHAT: Arrival Ceremony for the 2009 Miss USA® contestants; **the first opportunity for the Las Vegas community to see all 51 Miss USA® hopefuls** and welcome them to our city.

The iconic Miss USA® Pageant returns for its second year to Las Vegas and the Theatre for the Performing Arts at the Planet Hollywood Resort & Casino. The 2009 Miss USA® Pageant will air live on NBC on April 19, 2009.

*** photograph the 2009 Miss USA® Contestants and special VIP guests as they are officially welcomed to Las Vegas***

The 51 Miss USA® contestants will be greeted by the public outside the Planet Hollywood Resort & Casino on the Las Vegas Boulevard plaza. KLUC's Chet Buchanan will be onsite as the local emcee.

WHEN: SATURDAY, APRIL 4, 2009
5:30 pm Media Check-in EXTRA Lounge
6:00 pm Arrival Ceremony
(Ceremony will held outside in front of the resort on Las Vegas Blvd)

WHERE: Planet Hollywood Resort & Casino (3667 Las Vegas Blvd. South.)

ABOUT PLANET HOLLYWOOD RESORT & CASINO

Planet Hollywood Resort & Casino is a joint venture partnership involving Robert Earl, Founder and CEO of Planet Hollywood International Inc, Bay Harbour Management LLC, and Starwood Hotels & Resorts Worldwide Inc and is a member of the Starwood Preferred Guest program. The hottest new property on the Las Vegas Strip, Planet Hollywood features over 100,000 square feet of gaming, fine dining restaurants, an award-winning buffet, casual dining options, lounges, nightclubs, a full service spa and is the future home of PEEPSHOW. The property is encircled by Miracle Mile Shops with over 170 specialty stores and restaurants. For more information log onto www.planethollywood.com or call 1-877-333-9474 (PHRC).

ABOUT MISS USA®

The MISS UNIVERSE®, MISS USA® and MISS TEEN USA® Pageants are a Donald J. Trump and NBC Universal joint venture. Utilizing its nationwide grass roots infrastructure, the Miss Universe Organization is committed to increasing awareness of breast and ovarian cancers. By forging relationships with organizations committed to research and education, such as Susan G. Komen for the Cure and Gilda's Club, Miss USA is armed to educate women today.

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