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NEWS RELEASE

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New Music Experience Brings “Vegas” to Airport Patrons

McCarran introduces Las Vegas-themed music and live performances

When it comes to the music at McCarran International Airport, it's now all Vegas, all the time. The Clark County Department of Aviation recently launched a program that gives travelers an audible reminder of their Las Vegas experience. Thanks to new music programming branded “Voices of Vegas” featuring a custom playlist broadcast over the public address system, those at the airport and the McCarran Rent-A-Car Center now hear hits by music stars with Las Vegas ties, such as the Rat Pack, The Killers and Celine Dion. In addition to the curated playlist, the station features recorded messages from musicians closely associated with Las Vegas, including hometown boys Imagine Dragons, Strip headliners like Britney Spears and Donnie & Marie Osmond, and Mr. Las Vegas himself, Wayne Newton.

“We often say that our airport provides visitors with their first and last look at Las Vegas, and this music programming improves upon that idea by making McCarran a more immersive Vegas experience,” said Director of Aviation Rosemary Vassiliadis. “Las Vegas’ rich musical history includes many home-grown performers, as well as the many singers and bands that have famously performed on the Strip. What better way to begin or end a trip than by hearing the musicians and songs that are widely associated with our community?”

To showcase Vegas’ iconic and emerging artists, McCarran partnered with PlayNetwork, the leading provider of music and branded entertainment media, to curate and enhance the experience of millions of travelers. To highlight Vegas’ diverse music culture, PlayNetwork created five distinct categories of hand-selected songs to pay homage to past and current resident performers, iconic artists, locally produced talent and Las Vegas-themed performances.

The initial playlist features nearly 250 shuffled tracks, including Elvis Presley’s “Viva Las Vegas” and Frank Sinatra’s “Fly Me to the Moon.” Elton John, Jennifer Lopez and Boyz II Men, among other Strip regulars, are in the mix, as are popular nightclub deejays such as Tiësto and Calvin Harris. You’ll even catch the occasional Vegas-themed hit by a non-local act, such as Kenny Rogers’ “The Gambler” or “Leaving Las Vegas” by Sheryl Crow.

Moreover, McCarran has hosted live performers as a way to welcome those arriving for major events and special occasions like a country music duo during National Finals Rodeo, a 19-member mariachi band on Mexican Independence Day, and an elementary school choir to launch the winter holidays.

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