



Las Vegas • McCarran International Airport

NEWS RELEASE

Clark County Department of Aviation - Randall H. Walker, Director

CONTACT: *Elaine Sanchez,
Public Affairs Manager*

FOR IMMEDIATE RELEASE
March 4, 2005

(702) 261-3094

McCarran Adds Two New Vignettes To "TIPS" Program Featuring Celebrity Chef Wolfgang Puck and Las Vegas Entertainer Frank Marino

McCarran International Airport and the Las Vegas Convention and Visitors Authority launched another set of vignettes featuring world-renowned chef Wolfgang Puck and local Las Vegas entertainer Frank Marino to the "Traveler Information Prescreening Series" program.

Each new vignette explains a security checkpoint issue and will educate the millions of passengers who must be processed at the checkpoint. In 2004 alone, McCarran saw a record 41 million passengers. In fact, McCarran is now the second busiest origin and destination (O&D) airport (those coming to or leaving Las Vegas, rather than connecting through McCarran as a hub) and the sixth busiest airport in the United States.

"The TIPS program is tremendously successful," says Rossi Ralenkotter, president and CEO, Las Vegas Convention and Visitors Authority. "Watch visitors waiting in line at the checkpoints, and you can see how the video vignettes capture their attention. Our objective is to properly educate the millions of passengers who pass through McCarran regarding checkpoint security in a way that's fun and entertaining."

The first vignette, featuring celebrity chef Wolfgang Puck, is an informative and entertaining segment that demonstrates how air travelers can prepare to proceed through the checkpoint with food and beverages. The second vignette, featuring Las Vegas celebrity Frank Marino, demonstrates that coats and other outerwear must be taken off and placed in a bin before being cleared through security.

"The 11 original vignettes launched last year were a tremendous success with travelers because the videos help prepare them for the security screening process. These two new vignettes are no different," said Randall H. Walker, Clark County Department of Aviation director. "As the Transportation Security Administration incorporates new security directives, it's important to keep the traveling public informed in a manner that is efficient and less stressful."

Originally unveiled in Oct. 2004, the TIPS program consists of video vignettes that educate air travelers on specific TSA guidelines that help prepare passengers. The McCarran TIPS program will be shown on a series of 25 computer-linked LCD monitors, which have been installed throughout the airport. Besides displaying the McCarran TIPS programming throughout the day, this state-of-the-art messaging system will also enable airport officials to communicate instantly and efficiently with passengers at a moment's notice. McCarran is the first U.S. airport to employ this new technology, which can be used for applications besides the TIPS program.

###



P.O. Box 11005 • Las Vegas, NV 89111-1005 • 702-261-3094 • Fax 702-261-5645
E-Mail: webmaster2@mccarran.com