



FOR IMMEDIATE RELEASE

The Thomas & Mack Center Celebrates 25 Years  
With The National Finals Rodeo  
Over 4 million People and 220 Consecutive Sold-Out Nights

Las Vegas, NV (Dec. 4, 2009)-For the past 25 years, the Thomas & Mack Center has been the home to the most prestigious rodeo in the world. The National Finals Rodeo brings the best contenders together in one arena for ten days to compete for money and, most importantly, glory. Every December, Las Vegas can plan on being busy. In 2008, the NFR had a non-gaming economic impact of just under \$50million.

“Our University, and the Thomas & Mack team takes great pride in this 25 year accomplishment,” said Daren Libonati, executive director of the Thomas & Mack Center, Sam Boyd Stadium and Cox Pavilion. “It’s wonderful to know that in such a rough economy that our venue and the NFR can be used to assist our great partners on the Las Vegas strip.”

The Thomas & Mack Center has serviced over 4 million rodeo fans since 1985. A lot of planning and man power goes into preparing for and executing such a large-scale event. Set-up begins three weeks out and consists of an enormous amount of labor. During the event days, over 500 people will work each night in all areas of the arena. The end goal is to ensure that every customer has a good time and returns the following year.

The NFR, Las Vegas Events, PRCA and the Thomas & Mack Center work together all year to ensure that each rodeo is bigger and better than the last. All parties involved realize that the NFR has become an essential part of the city’s income. The rodeo not only brings tourists and money into the city, but provides our community with needed employment.

For more information or to schedule an interview with Daren Libonati, contact Dawn Sousa 702-895-1117 or [dawn.sousa@unlv.edu](mailto:dawn.sousa@unlv.edu)