



**CLARK COUNTY SCHOOL DISTRICT
NEWS RELEASE**

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CCSD announces partnership with High Roller at The LINQ Promenade
Students are invited to enter essay and invention contest as part of Each One Read One initiative

LAS VEGAS – The Clark County School District (CCSD) School-Community Partnership Program is excited to announce a new partnership with the High Roller observation wheel at The LINQ Promenade – Caesars Entertainment’s open-air shopping, dining and entertainment district located at the center of the Las Vegas Strip – as part of the Each One Read One initiative. The partnership invites students to enter an essay and invention contest for the chance to win a grade-level field trip on the world’s tallest observation wheel to experience a behind-the-scenes tour and explore the city in a glass-enclosed cabin from 550 feet in the air during Nevada Reading Week. In addition, the winning class will be joined by the author of this year’s Each One Read One selection.

"This partnership will help our students take reading to new heights and provide them with a unique perspective of the city they live in," said CCSD Board of School Trustees President Dr. Linda E. Young. "Providing our students with new experiences and encouraging them to use their imaginations is a lasting gift, and I'm thankful to The LINQ and High Roller for sharing this opportunity. We welcome additional business partners to get involved and do the same."

This year's Each One Read One selection, *Mr. Ferris and His Wheel* by Kathryn Gibbs Davis, is about the true story of George Ferris and his invention of the Ferris wheel, which was first featured at the 1893 World's Fair in Chicago. With the help of sponsorships and donations, every CCSD librarian, GATE (Gifted And Talented Education) teacher and fourth-grade level chair will receive a copy of the book as part of the program.

"Partnering with the CCSD for this year's Each One Read One initiative is a natural fit, as George Ferris' original wheel inspired us to create the world's tallest observation wheel overlooking the city of Las Vegas," said General Manager of the High Roller Eric Eberhart.

Now in its fifth year, the Each One Read One literacy initiative fosters a love for reading in the community and emphasizes the importance of reading both as individuals and as families. The Each One Read One working group is headed by CCSD Board of School Trustees President Dr. Linda E. Young, the Public Education Foundation, Las Vegas-Clark County Library District, Vegas PBS and community volunteers, who come together and select one book each year as a feature book.

About The LINQ Promenade

The LINQ Promenade, an open-air shopping, dining and entertainment district anchored by the world's tallest observation wheel, the High Roller, has redefined the iconic Las Vegas skyline and recipient of the very first "Las Vegas Strip Icon Award" on behalf of Clark County Commissioners. Located at the heart of the world-famous Las Vegas Strip, The LINQ Promenade features more than 30 unique retail, dining and entertainment venues and plays host to a variety of special events, festivals and more. Topping out at 550 feet, the High Roller observation wheel, voted "Best Attraction," "Best Amusement Ride" and "Best Place to View the City" by the readers and editors of the *Las Vegas Review-Journal*, is the focal point of the unique urban entertainment district. The wheel's 28 glass-enclosed cabins feature an interactive experience including video and music that fade away to unveil spectacular views of the famed resort city in the 30 minutes it takes to complete one full revolution. Kids 12 and under ride free, and each cabin accommodates up to 40 people. Cabins are air-conditioned and available for individual or group experiences. For more information, visit TheLINQ.com.

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