



FOR IMMEDIATE RELEASE

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**Special Olympics Fundraiser Invites Adventure-Seekers to Rappel
51 Stories Down Rio All-Suite Hotel & Casino Masquerade Tower**

Sign up today to help Special Olympics reach \$100,000 fundraising goal

Suggested Tweet: Raise \$1k for Special Olympics Nevada by Oct. 15 and you get to rappel down the side of the 51-story @RioVegas with #NathanBurton!

LAS VEGAS, NV — If you're an adrenaline junkie looking for something to do in Sin City, consider stepping off the roof of the 51-story [Rio All-Suite Hotel & Casino](#) and enjoy the views as you rappel more than 400 feet to the safety of ground.

On October 15, the Rio will host [Over the Edge](#), a fundraising rappelling event to benefit [Special Olympics Nevada](#). As many as 100 people will make their way down the northwest side of the building on two ropes – all to raise money for the charity. Flamingo Las Vegas headliner, Nathan Burton, UFC Champion Chuck "Iceman" Liddell, UNLV mascot Hey, Reb and other local celebrities will join Special Olympics in their quest to raise as much as \$100,000 from the event.

"The red and purple glass of Rio is iconic to Las Vegas, but how many people can say they walked on that glass?" asked Maggie Schwarz, Regional Vice President of Special Olympics Nevada. "This is the perfect location to go Over the Edge and we are so excited that Caesars Entertainment and the team at Rio are brave enough to partner again with Special Olympics Nevada. Take our dare and join us too!"

Participants, known as "edgers," must raise at least \$1,000 in support of the activities and programs of Special Olympics Nevada and pre-register at www.OverTheEdgeLasVegas.com to partake in this once-in-a-lifetime experience. All funds will go directly toward providing training opportunities, equipment, uniforms and practice venues for some 4,000 Special Olympics athletes in Nevada.

"We're excited about offering this amazing experience while raising much-needed funds for our Las Vegas athletes," said Rick Collett, CEO and President of Special Olympics Nevada. "Our athletes have a lot of courage and take risks everyday when they try to do something thought to be impossible by most. Likewise, this event will take a lot of courage for anyone who decides to rappel 400 feet in the middle of Las Vegas."

All "edgers" must be in good health and weigh no less than 100 pounds and no more than 300 pounds. The rappelling will be supervised by *Over the Edge*, a Nova Scotia company that has organized dozens of rappelling events all over North America.

"Edgers" can solicit donations from family, friends and co-workers through the Over the Edge online giving site and businesses can pool donations to fund a "Toss Your Boss" campaign. For more information, visit www.OverTheEdgeLasVegas.com.

Special Olympics Nevada

Special Olympics Nevada is a free year-round sports training and competition program for children and adults with developmental disabilities. About 4,000 compete in 12 sports. This gives them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendships with their families, other Special Olympics athletes and the community. Financial support comes almost exclusively from individuals, organizations, corporations, and foundations. Find out how you can be a fan and visit www.SONV.org.

Rio All-Suite Hotel & Casino

Rio All-Suite Hotel & Casino offers guests a unique all-suite hotel experience. Complete with 2,522 all-suite hotel rooms, the property overlooks the famous Las Vegas Strip, and sits one block west of the famed boulevard. The resort features a variety of entertainment options including headliners Penn and Teller, the world-famous Chippendales and the Show in the Sky. Rio is home to a diverse array of dining and nightlife experiences including, the famous Voodoo Lounge, Martorano's, McFadden's, iBar and VooDoo Beach. Rio also offers the Rio Secco Golf Club. Recognized by *USA Today* as one of the "Top 10 Golf Destinations in the World," Rio Secco Golf Club is an 18-hole championship course designed by famed architect Rees Jones and home to the Butch Harmon School of Golf. For more information, visit www.riolasvegas.com, find us on [Facebook](#) and follow on [Twitter](#).

Rio, along with all Caesars Entertainment Las Vegas resorts, including Caesars Palace, Planet Hollywood Resort & Casino, Paris Las Vegas, Flamingo Las Vegas, Harrah's, Bally's, Imperial Palace and Bill's Gamblin' Hall & Saloon, proudly prohibit adding hidden resort fees to hotel guest room rates. Journalists may access media materials and request high-resolution images at media.harrahs.com. For information on No Resort Fees visit www.caesars.com/vegasnoresortfees.

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