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Special Olympics Fundraiser Invites Adventure-Seekers to Rappel the façade of the Grand Sierra Resort

RENO, NV, MARCH 8, 2011 — What's your New Year's resolution? If you're an adrenaline junkie or you're just looking for something new, you might consider stepping off the roof off the 27-story Grand Sierra Resort and Casino and enjoying the view as you rappel more than 300 feet to the bottom.

Grand Sierra Resort is larger than life with an 1,800-seat theater with headlining entertainment, branded retail shops, a cinema, a 50-lane championship bowling center, aqua golf driving range, and Fun Quest Family Fun Center, you'll never run out of fun and adventurous things to do. "Now it's about to get a little wilder with Special Olympics' inaugural *Over the Edge* event this year," explained Maggie Schwarz, Regional Vice President of Special Olympics Nevada. "This event is made for the Reno-Tahoe community and the team at the Grand Sierra Resort was visionary enough to make history with Special Olympics Nevada."

The Grand Sierra Resort will host a fundraising rappelling event for Special Olympics Nevada on June 4. As many as 100 people will make their way down the south tower of the building on two ropes. The "EDGERS", as rappellers are known, will gather pledges from donors leading up to the event. Special Olympics is hoping to raise as much as \$100,000 from the event. The funds will support Special Olympics Nevada's training and competitions, including the State Summer Games which will coincide with the *Over the Edge* event. More than 300 athletes and coaches will descend upon Reno for the State Games while EDGERS descend the Grand Sierra Resort.

"We're excited about offering a new experience while raising much-needed funds for our 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 300 feet in the middle of Reno."

All participants must be in good health and weigh no less than 110 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. The Over the Edge team has roots right in Reno with residents employed as the rope technicians and more that 40 Special Olympics programs across the country will host similar events in 2011.

Over the Edge for Special Olympics is a day-long event, which runs from 9 a.m.-6 p.m. at the Grand Sierra Resort. Family, friends and spectators are invited to come down and support participants. All proceeds will go directly toward providing the free training opportunities, equipment, uniforms and practice venues for some 4,000 Special Olympics athletes in Nevada. All the funds raised will stay local to support Nevada programs; Nevada programs do not receive any federal or state support and are funded by individuals and businesses in the communities we serve year-round.

Interested climbers may sign up online at www.OverTheEdgeReno.com

About Special Olympics Nevada

Special Olympics Northern California 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.

About The Grand Sierra Resort and Casino

Grand Sierra Resort and Casino (GSR) is in the heart of Reno/Tahoe - America's Adventure Place. Conveniently located next to the Reno airport, GSR is northern Nevada's most complete resort destination with nearly 2,000 guest rooms and suites. The property offers a wide variety of accommodations for the everyday business traveler to the complete family vacation with amenities that include 200,000 square feet of meeting and convention space, branded retail shopping, headliner entertainment, a four-screen cinema, a 50-lane championship bowling center, outdoor thrill rides, aqua golf driving range, the largest casino north of Las Vegas with 24 hours of heart-pounding action, plus so much more. GSR is a proud member of Summit Hotels and Resorts, a prestigious brand of Sterling Hotel Group. For more information, please visit www.grandsierraresort.com or to make reservations call 1.800.648.5080.

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