**﻿Downtown Cares Las Vegas Volunteering Efforts Continue with Upcoming Downtown Cleanup**

November 5, 2012

LAS VEGAS – Downtown Cares Las Vegas returns for another volunteering effort organized by El Cortez
Hotel & Casino and Moonridge Group Philanthropy Advisors. For Downtown Cares’ third day of service,
the group will host a neighborhood cleanup and beautification project along 1st Street in downtown Las
Vegas on Saturday, Nov. 10, starting at 9 a.m.

Downtown Cares volunteers will pick up trash, trim and remove vegetation, and paint fire hydrants and
sidewalks throughout a 10 block area stretching from the Arts District to City Hall. The event concludes
with a barbecue by Zappos.com for participating volunteers and early happy hour specials at Artifice
Lounge, a popular bar in the neighborhood. Volunteer check-in and parking will be in front of Artifice
Lounge, located south of the intersections of E. Charleston and Art Way.
“What started as a onetime event has grown into a bi-annual service event to help restore downtown
Las Vegas” said Alex Epstein, executive vice president for El Cortez. “Last July’s event at Las Vegas
Academy continued in the footsteps of the original Downtown Cares volunteer project and exceeded
our expectations once again. We are so proud to be a part of an ongoing effort to create a positive
change throughout downtown.”

The downtown neighborhood cleanup will be the third project for Downtown Cares, a grassroots effort
to uplift historic downtown Las Vegas by organizing area residents, businesses and visitors for
neighborhood service days. Downtown Cares is sponsored by Zappos.com, Downtown Las Vegas
Alliance, Zion’s Bank Public Finance, Cherry Development, and the City of Las Vegas. Organizers are
currently collecting donations and looking for volunteers. For information on how to donate or to
register as a volunteer, please contact the Moonridge Group at connect@moonridgegroup.com or 702-
580-6614.

“Our goal with Downtown Cares is to get people directly involved in improving their neighborhood and
building community,” said Miles Dickson Principal with Moonridge Group Philanthropy Advisors, and a
downtown resident himself.

The second Downtown Cares event at Las Vegas Academy in July 2012 brought more than 125 volunteers together to help restore Las Vegas’ first high school, and more than $13,000 of in-kind labor and products were donated through the effort. To date, Downtown Cares has brought together nearly 400 Las Vegans and donated more than $80,000 of in-kind labor and products through its first two events.
Downtown Cares encourages residents and businesses from all around the city to join in their efforts.

About Moonridge Group:

Moonridge Group Philanthropy Advisors assists individuals, foundations, corporations, and nonprofits develop and execute their charitable investments. On each client’s behalf, we study the issues that concern them, identify opportunities for progress, and develop and implement a plan that maximizes the impact of their resources and enhances their outcomes. For more information, please visit http://www.moonridgegroup.com/.

About El Cortez Hotel & Casino:

El Cortez Hotel & Casino is the longest continuously operating hotel-casino in Las Vegas and celebrates its 71st year of operation in 2012. The iconic property can be found in historic downtown Las Vegas at 600 East Fremont St. and is the only casino in the city’s burgeoning Fremont East Entertainment District. With 300 newly remodeled hotel rooms, including ten uniquely themed suites that resulted from the 2010-2011 Design A Suite Downtown Contest, El Cortez offers some of the best accommodations in downtown Las Vegas. In May 2009, the property opened the El Cortez Cabana Suites, a 64-room boutique hotel offering vintage South Beach style in the heart of downtown. The El Cortez casino features full-pay 3-2 single deck blackjack, 10 times odds on craps, state-of-the-art roulette and more than 1,000 slot machines. El Cortez also offers a full range of sports betting options and is proudly affiliated with the Station Casinos Sports Book. The Las Vegas Review-Journal voted El Cortez “Best Paying Slots” in 2012, “Best Downtown Hotel” in 2009; “Best Blackjack in Las Vegas” in from 2009-2012; “Best Video Poker” in 2008 and “Best Keno in Las Vegas” from 2008-2012. Dining options at El Cortez include: Café Cortez, The Flame Steakhouse – a vintage favorite among Las Vegas locals – and The Parlour, featuring an exclusive menu of small plates and live entertainment. The property’s other amenities include: Subway featuring Seattle’s Best Coffee, El Cortez Gift Shop, a full-service beauty salon and a barber shop. For more information, please call 1-800-634-6703 or 702-385-5200, or visit http://www.elcortezhotelcasino.com/.

Stay up to date with El Cortez Hotel & Casino events and specials on Facebook and Twitter.