

Jackie Leonard, New Casino Executive At The Desert Inn



Longtime gaming figure Jackie Leonard has joined the Desert Inn Country Club & Spa as Casino Executive announced Burton M. Cohen, president of the prestigious resort.

Originally from Manhattan, N.Y., Leonard, who was once a boxer, brings the same "fighting spirit" to the Desert Inn.

"I'm looking forward to a nice relationship with the D.I. I think it's one of the 'classiest' hotels," said Leonard.

A resident of Las Vegas for 18 years, Leonard's gaming and resort background is extensive. He started in the casino at the Sands, became a casino executive at the Flamingo, and then moved to the Las Vegas Hilton where he has been a casino executive for the past 14 years.

Leonard says he likes the hotel industry because of the variety of nice people he meets.

Comedy/Impressionist Fred Travalena Hosts Own TV Game Show



MULTI-TALENTED FRED TRAVALENA who has earned numerous credits as a hilarious comedian, impressionist, singer, songwriter, and actor added a new credit when he became the game show host of "Anything for Money" which premiered on September 17th. Locally the show airs daily Monday thru Friday on KVVU-TV 5 from 12:30 p.m. to 1:00 p.m.

According to ASI surveys, "Anything for Money" is the third highest test show in television history! That is quite a score for Travalena who is the person who makes the show work.

The Paramount Television production has been sold to over 90 markets and represents a new dimension to the traditional perception of a game show format. The format leaves a wide-open area for Fred to create additional comedy situations in the studio in addition to the hilarious clips that are pre-taped. "Anything for Money" is a hidden camera format where unknowing participants are caught in such off-beat situations as: selling the shirt off their back, piloting a motorboat through the rapids of a car wash, dining on raw earthworms, etc. Fred and the two studio contestants watch a portion of the film clips and the contestants "bet" whether the person will go through with the objective being asked of them by any one of the company's actors. Then everyone watches the

rest of the tape to see the outcome.

"Anything for Money" has been bought by such major groups as the CBS & NBC owned-and-operated stations, Storer, Scripps-Howard and Gannett in addition to ten others. To date, major sponsors such as Proctor & Gamble, Hunt-Wesson, Beecham and Bristol-Myers have bought over 70 percent of the available time for the full 52-week season.

With Travalena's high likability factor, charm, prior television exposure, night club work, and most importantly, incredible multiple talents, "Anything for Money" is a sure success for Fred and Paramount Television.

Fred, who never slows down on his inventive and creative talents has been working hard on his night club act as well and recently added Michael Jackson, Boy George, Michael Caine, Walter Mondale, and Geraldine Farraro to the many accurate Xeroxes he already has gracing the stage with him. Billy Joel is another who will soon be added.

With this more-than-ever contemporary act and a hit TV show, it won't be long before Las Vegas fans will be able to see Fred Travalena making his headlining debut along the fabulous Las Vegas Strip!

Channel 10 Receives \$100,000 Gift

A gift of \$100,000 has been made to the Friends of Channel 10 in Las Vegas to provide medical educational programming on KLVX - Channel 10, the public television station here.

According to Charlotte Hill, spokesperson for Friends of Channel 10, first use of the funds will involve \$11,975 for 60 hours of programming to include such shows as "Consultation," during which cancer, heart disease, heat illness, skin disease, high blood pressure, ulcers and more will be discussed; "Doctors on Call," "Here's To Your Health," "Powerhouse" adventure series to motivate 8 - to 12 year-olds to take better care of their health and well-being, as well as many individual programs zeroing in on all of the above.

The gift was provided from the trust of Dr. Eugene W. Kanning and Dr. Robert J. Hartman, former chemistry professors at the University of Indiana, to organizations and institutions interested in offering information and education in the cure and prevention of heart disease and cancer.

Friends of Channel 10 had applied for a gift from that trust in order to expand its medical and medical education programming. The first of the shows will begin airing in October.

As trustee, Nevada National Bank announced the grant, adding that the Friends of Channel 10 application was approved unanimously by the bank's board.

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