



## Guide to the UNLV Libraries Collection of Luxor Hotel and Casino Promotional Materials and Reports

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This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 29, 2022. Please contact [special.collections@unlv.edu](mailto:special.collections@unlv.edu) for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1c08j>

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## Table of Contents

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Summary Information .....	3
Historical Background .....	3
Scope and Contents Note .....	4
Arrangement .....	4
Administrative Information .....	4
Related Materials .....	5
Names and Subjects .....	5
Collection Inventory .....	5

## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Luxor Hotel and Casino (Las Vegas, Nev.)
<b>Contributor:</b>	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
<b>Title:</b>	UNLV Libraries Collection of Luxor Hotel and Casino Promotional Materials and Reports
<b>ID:</b>	MS-00964
<b>Date [inclusive]:</b>	1991 to 2006
<b>Physical Description:</b>	1.30 Cubic Feet (2 boxes)
<b>Physical Description:</b>	1.08 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The UNLV Libraries Collection of Luxor Hotel and Casino Promotional Materials and Reports includes press kits, press releases, promotional materials, publicity materials, and newspaper and magazine clippings for the Luxor Hotel and Casino in Las Vegas, Nevada, dating from 1991 to 2006.

### Preferred Citation

UNLV Libraries Collection of Luxor Hotel and Casino Promotional Materials and Reports, 1991-2006. MS-00964. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

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## Historical Background

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On November 14, 1991, William Bennett, CEO of Circus Circus Entertainment, Inc. at the time, announced plans to construct Project X, a resort themed after the ancient pyramids on the Las Vegas, Nevada Strip. On April 21, 1992, Project X was announced to be named the Luxor Hotel and Casino. On October 15, 1993 the Luxor began operation.

Source:

Waddell, L. (1993, October 15). "Resort opens a new era in LV," *Las Vegas Sun*. Retrieved from <https://lasvegassun.com/news/1993/oct/15/resort-opens-new-era-lv/?history>. Accessed September 13, 2019.

[^ Return to Table of Contents](#)

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## Scope and Contents Note

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The UNLV Libraries Collection of Luxor Hotel and Casino Promotional Materials and Reports includes press kits, press releases, promotional materials, publicity materials, and newspaper and magazine clippings for the Luxor Hotel and Casino in Las Vegas, Nevada, dating from 1991 to 2006. This collection includes materials previously described as "Promotional and publicity material : Project X" and "Luxor a new vision for Las Vegas."

[^ Return to Table of Contents](#)

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## Arrangement

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Arranged by material type.

[^ Return to Table of Contents](#)

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## Administrative Information

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### Access Note

Collection is open for research.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections and Archives website for more information about reproductions and permissions to publish.

### Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-088.

## Processing Note

In 2019 as part of an archival backlog elimination project, Miguel Dominguez and Kyle Gagnon compiled the materials from multiple sources that included subject files and previously cataloged material. Miguel Dominguez and Kyle Gagnon wrote the finding aid.

[^ Return to Table of Contents](#)

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## Related Materials

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### Related Collections

The following resources may provide additional informations related to the materials in this collection:

Las Vegas Casino and Hotel Advertisement Clippings Collection, 1986-1999. MS-00644. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

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## Names and Subjects

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- Las Vegas (Nev.)
- Casinos
- Hotels
- Advertising
- Promotional materials
- Publicity
- Gambling

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## Collection Inventory

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Title/Description	Containers
Press kits, 1991-2006	box 01
Press releases, 1992-2006	box 01
Promotional materials, 1993-2001	box 01
Publicity materials, 1993	box 01

Newspaper and magazine clippings, 1991-1997

box 02