

Guide to the UNLV Libraries Collection of Trump Entertainment Resorts, Inc. Promotional Materials and Reports

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Trump Entertainment Resorts
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of Trump Entertainment Resorts, Inc. Promotional Materials and Reports
ID:	MS-00992
Date [inclusive]:	1987 to 2007
Physical Description:	0.65 Cubic Feet (1 box)
Physical Description:	0.54 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Trump Entertainment Resorts, Inc. Promotional Materials and Reports includes financial reports, press releases, press kits, promotional materials, a security handbook, and newspaper and magazine clippings for Trump Entertainment Resorts, Inc. in New York City, New York dating from 1987 to 2007.

Preferred Citation

UNLV Libraries Collection of Trump Entertainment Resorts, Inc. Promotional Materials and Reports, 1987-2007. MS-00992. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Trump Entertainment Resorts, Inc., formerly Trump Hotels & Casino Resorts, is a hotel and casino operator based in New York City, New York. Trump Entertainment Resorts, Inc. previously owned multiple properties, including the Trump Taj Mahal, Trump's Castle Hotel and Casino, and Trump Plaza Hotel and Casino. However, after multiple bankruptcies and closures of its properties, Trump Entertainment Resorts, Inc. was purchased by Carl Icahn of Icahn Enterprises in 2016. As of

2019, Trump Entertainment Resorts, Inc. exists solely as a subsidiary of Icahn Enterprises, with its last operating property, the Trump Taj Mahal, having closed permanently in 2016.

Sources:

Lopez, Linette. "The Trump Taj Mahal Casino Sold for 4 Cents on the Dollar - Here's How Trump Bankrupted It Twice." *Business Insider*, May 10, 2017. <https://www.businessinsider.com/how-trump-bankrupted-the-taj-mahal-2017-5>.

Parry, Wayne. "Trump's Taj Mahal — the '8th Wonder of the World' — Sold for Pennies on the Dollar." *Chicago Tribune*, May 9, 2017. <https://www.chicagotribune.com/business/ct-trump-taj-mahal-sold-20170509-story.html>.

Tully, Shawn. "How Donald Trump Made Millions Off His Biggest Business Failure." *Fortune*, March 10, 2016. <https://fortune.com/2016/03/10/trump-hotel-casinos-pay-failure/>.

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Scope and Contents Note

The UNLV Libraries Collection of Trump Entertainment Resorts, Inc. Promotional Materials and Reports includes financial reports, press releases, press kits, promotional materials, a security handbook, and newspaper and magazine clippings for Trump Entertainment Resorts, Inc. in New York City, New York dating from 1987 to 2007. This collection contains items previously described as "Prospectus, 10,000,000 shares Trump Hotels & Casino Resorts, Inc. common stock," "Prospectus, 12,500,000 shares Trump Hotels & Casino Resorts, Inc. common stock," "Competitor analysis, December 1989," "Promotional and publicity material: Trump Taj Mahal Casino Resort," "Promotional and publicity material: Trump Plaza Hotel and Casino," and "Promotional and publicity material: Trump's Castle Hotel and Casino."

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Arrangement

Collection is arranged by material type.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-126.

Processing Note

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

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Names and Subjects

- Publicity
- Promotional materials
- Advertising
- Casinos
- Gambling
- Corporation reports
- Hotels

Collection Inventory

Title/Description	Containers
Annual report, 1995	box 01
Equity reports, 1996 to 2007	box 01

Financial research, 1995	box 01
Prospectus, "Prospectus, 10,000,000 shares Trump Hotels & Casino Resorts, Inc. common stock," "Prospectus, 12,500,000 shares Trump Hotels & Casino Resorts, Inc. common stock", 1995 to 1996	box 01
Competitor analysis, "Competitor analysis, December 1989", 1989	box 01
Press releases, 1987 to 1990	box 01
Press kits, 1990 to 2001	box 01
Promotional materials, 1987 to 1995	box 01
Security handbook, 1997	box 01
Newspaper and magazine clippings, 1989 to 1992	box 01