



Guide to the UNLV Libraries Collection of Gold Strike Resorts Inc. Promotional and Press Materials

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Gold Strike Resorts Inc.
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of Gold Strike Resorts Inc. Promotional and Press Materials
ID:	MS-01003
Date [inclusive]:	1986 to 2005
Physical Description:	0.46 Cubic Feet (1 box)
Physical Description:	0.42 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Gold Strike Resorts Inc. Promotional and Press Materials includes promotional materials, company newsletters, and newspaper clippings for Gold Strike Resorts Inc. located in Jean, Nevada dating from 1986 to 2005.

Preferred Citation

UNLV Libraries Collection of Gold Strike Resorts Inc. Promotional and Press Materials, 1986-2005. MS-01003. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Gold Strike Resorts Inc. was a hotel and casino operator based in Jean, Nevada. Gold Strike Resorts Inc. owned several properties, which included: Gold Strike Inn and Casino, Gold Strike Hotel and Casino, Nevada Landing, the Pioneer Club in Las Vegas, Nevada, and Railroad Pass Casino in Henderson, Nevada. In 1995, Gold Strike Resorts Inc. was acquired by Circus Circus Enterprises, which itself became Mandalay Resort Group before being acquired by MGM Mirage in 2005.

As of 2019, the former properties of Gold Strike Resorts Inc. have either closed or exist under different names or ownership. The Pioneer Club was sold by Gold Strike Resorts Inc. in 1992.

Nevada Landing was closed by MGM in 2007. Railroad Pass in Henderson, Nevada was sold to Joseph DeSimone Jr. in 2015. Gold Strike Inn in Boulder City, Nevada has become the Hoover Dam Lodge and is owned by Nevada Restaurant Services. Gold Strike Hotel in Jean, Nevada was sold to the Herbst family in 2015, and is now Terrible's Hotel & Casino.

Sources:

Benston, Liz. "MGM Closes Tower at Gold Strike Casino in Jean, Lays off 64 Workers." *Las Vegas Sun*. May 6, 2011. <https://vegascinc.lasvegassun.com/business/gaming/2011/may/06/mgm-closes-tower-gold-strike-casino-jean-lays-64-w/>.

Green, Michael. "Pioneer Club." Online Nevada Encyclopedia, October 13, 2010. <http://www.onlinenevada.org/articles/pioneer-club>.

"MGM MIRAGE and Mandalay Resort Group Receive FTC Clearance of Pending Acquisition." *PR Newswire*, Feb 16, 2005. <http://ezproxy.library.unlv.edu/login?url=https://search.proquest.com/docview/444207611?accountid=3611>.

"MGM Resorts International Closes Sale of Railroad Pass Hotel & Casino." MGM Resorts International. MGM Resorts International, April 1, 2015. <https://investors.mgmresorts.com/investors/news-releases/press-release-details/2015/MGM-Resorts-International-Closes-Sale-of-Railroad-Pass-Hotel-Casino/default.aspx>.

Palermo, Dave and Green, Marian. "Circus Circus Strikes Gold." *Las Vegas Review-Journal*, March 21, 1995. <http://ezproxy.library.unlv.edu/login?url=https://search.proquest.com/docview/259906170?accountid=3611>.

Stutz, Howard. "Hacienda to transform into Hoover Dam Lodge." *Las Vegas Review-Journal*. July 14, 2014. <https://www.reviewjournal.com/business/casinos-gaming/hacienda-to-transform-into-hoover-dam-lodge/>.

Velotta, Richard N. "Gaming Regulators OK Sale of Gold Strike to Herbst Family." *Las Vegas Review-Journal*. April 23, 2015. <https://www.reviewjournal.com/business/casinos-gaming/gaming-regulators-ok-sale-of-gold-strike-to-herbst-family/>.

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Scope and Contents Note

The UNLV Libraries Collection of Gold Strike Resorts Inc. Promotional and Press Materials includes promotional materials, company newsletters, and newspaper clippings for Gold Strike Resorts Inc. located in Jean, Nevada dating from 1986 to 2005. This collection contains items previously described as "Promotional and publicity material: Gold Strike Inn and Casino."

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Arrangement

Materials are arranged by 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 2019-153.

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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Related Materials

Related Collections

The following resource may provide additional information related to the materials in this collection:

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

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Names and Subjects

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

Collection Inventory

Title/Description	Containers
Promotional materials, 1992 to 2005	box 01
Company newsletters, 1986 to 1989	box 01
Newspaper clippings, 1991 to 1995	box 01