



Guide to the UNLV Libraries Collection of Sam's Town Promotional and Publicity Materials

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Boyd Gaming Corporation
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of Sam's Town Promotional and Publicity Materials
ID:	MS-01011
Date [inclusive]:	1979 to 2006
Physical Description:	0.19 Cubic Feet (1 box)
Physical Description:	0.21 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Sam's Town Promotional and Publicity Materials includes press kits, press releases, promotional materials, and newspaper and magazine clippings for Sam's Town Hotel and Gambling Hall in Las Vegas, Nevada, and Tunica, Mississippi, and Sam's Town Gold River in Laughlin, Nevada, dating from 1979 to 2006.

Preferred Citation

UNLV Libraries Collection of Sam's Town Promotional and Publicity Materials, 1979-2006. MS-01011. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Sam's Town is the trademark name given to multiple Western-themed hotel and casino properties operated by Boyd Gaming, located in Las Vegas, Nevada; Tunica, Mississippi; Shreveport, Louisiana; and formerly Laughlin, Nevada. Described as the first locals casino in Las Vegas, the original Sam's Town Hotel and Gambling Hall opened on the Boulder Strip on April 01, 1979. The property initially consisted of a small casino, race and sportsbook area, and Diamond Lil's

restaurant. Multiple expansions were completed to the original Sam's Town in the 1980s and 1990s. A bowling lane, additional restaurants, Western-themed gift shops, a parking garage, and an RV park were added. One of the largest additions was the Mystic Falls Park, a 25,000 square foot indoor park featuring trees, waterfalls, stone walkways and animatronic animals that mimic mountainous areas.

Sam's Town Gold River in Laughlin, Nevada, was created by real estate developer John Milby. The property opened in January 1985 and was operated by Boyd Gaming. It offered 24-hour free ferry boat service across the Colorado River, linking the property to Bullhead, Arizona. Goldriver Limited Partnership, of which Milby was a majority partner, filed for Chapter 11 bankruptcy in February 1991. The company terminated its contract with Boyd Gaming, with the latter company ceasing operations of Sam's Town Gold River by March 31, 1991. Afterward, the property changed its name to Gold River Gambling Hall.

Sam's Town Hotel and Gambling Hall, Tunica opened on May 25, 1994, in Tunica, Mississippi. It was the third Sam's Town, the first casino opened by Boyd Gaming outside of Nevada, and the first casino and hotel in Tunica, Mississippi. Sam's Town Hotel and Gambling Hall in Las Vegas, Nevada, and Sam's Town Hotel and Gambling Hall in Tunica, Mississippi continue to operate under Sam's Town trademark, while the former Sam's Town Gold River currently operates as Laughlin River Lodge as of 2020.

Sources:

"Laughlin resort may lose permits due to lack of financing." *Kingman Daily Miner*. January 31, 1991.

"Sam's Town Hotel & Gambling Hall, Las Vegas." *Sam's Town Hotel & Gambling Hall, Las Vegas*. Boyd Gaming Corporation. Accessed January 22, 2020. <https://www.samstownlv.com/>.

"Explore Sam's Town Tunica." *Sam's Town Hotel & Gambling Hall, Tunica*. Boyd Gaming Corporation. Accessed January 22, 2020. <https://www.samstowntunica.com/>.

"Explore Sam's Town Shreveport." *Sam's Town Hotel & Casino, Shreveport*. Boyd Gaming Corporation. Accessed January 22, 2020. <https://www.samstownshreveport.com/>.

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Scope and Contents Note

The UNLV Libraries Collection of Sam's Town Promotional and Publicity Materials includes press kits, press releases, promotional materials, and newspaper and magazine clippings for Sam's Town Hotel and Gambling Hall in Las Vegas, Nevada, and Tunica, Mississippi, and Sam's Town Gold River in Laughlin, Nevada, dating from 1979 to 2006. This collection contains items previously described as "Promotional and publicity material: Sam's Town Hotel, Gambling Hall and Bowling Center," "Promotional and publicity material: Sam's Town Hotel & Gambling Hall," and "Promotional and publicity material: Sam's Town Gold River Hotel and Gambling Hall."

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Arrangement

Materials are 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 2020-006.

Processing Note

In 2020, as part of an archival backlog elimination project, Autumn Bassett compiled the materials from multiple sources that included subject files and previously cataloged material. Autumn Bassett wrote the finding aid.

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Related Materials

Related Materials

The following resources 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.

UNLV Libraries Collection of Boyd Gaming Promotional Materials and Reports, 1986-2009. MS-00942. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Boyd Gaming Corporation Records, 1994-2006. MS-00513. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Goldriver Limited Partnership and Goldriver Finance Corporation Records, 1989-1990. MS-00681. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Names and Subjects

- Advertising
- Casinos
- Gambling
- Hotels
- Promotional materials
- Publicity
- Las Vegas (Nev.)
- Laughlin (Nev.)
- Sam's Town Hotel & Gambling Hall (Las Vegas, Nev.)
- Sam's Town Hotel & Gambling Hall (Tunica, Miss.)
- Sam's Town Gold River Hotel and Gambling Hall

Collection Inventory

Title/Description	Containers
Press kits, 1988 to 1994	box 01
Press releases, 1983 to 1984	box 01
Promotional materials, 1979 to 2006	box 01
Newspaper and magazine clippings, 1990 to 1997	box 01