



**Junior
Achievement®**
of Southern Nevada



FOR IMMEDIATE RELEASE

Media Contacts:

Chris Palladino, Junior Achievement of Southern Nevada, 702-888-0519 | chris.palladino@ja.org

Nancy Katz, Purdue Marion & Associates, 702-349-0063 | nancy@purdueмарion.com

Terri Maruca & Emily Clayton, Kirvin Doak Communications, Virgin Hotels Las Vegas, 702-737-3100 | virginhotelslvpress@kirvindoak.com

Rappel Down Virgin Hotels Las Vegas for Junior Achievement of Southern Nevada

-- New Over The Edge Rappelling Event on Nov. 6 --

LAS VEGAS, (October 11, 2021) – Junior Achievement of Southern Nevada has come up with a novel way to have fun – including at the expense of your boss – while raising needed funds for its valuable financial literacy programs for local K-12 students. Junior Achievement is partnering with Over the Edge, a company that helps nonprofit partners with urban rappelling activities, to present the Over The Edge event encompassing rappelling down the Opal Tower at **Virgin Hotels Las Vegas**, part of Curio Collection by Hilton, on Saturday, Nov. 6.

Over The Edge offers several rappelling options. With "Toss Your Boss," employees can set a goal and fundraise to get their boss to "go over the edge" of the hotel. At least \$2,000 is recommended. Individuals can rappel by raising at least \$1,000, and they also can sponsor a COVID first responder to join them on their descent by raising another \$500 for a total of at least \$1,500.

"Over The Edge is a unique, fun and safe way to build company spirit, show appreciation for tireless and dedicated first responders, and help us raise money to continue teaching students – at no cost to them – about the importance of financial education and preparing them for a financially secure future and the workforce," said Michelle Jackson, president and CEO of Junior Achievement of Southern Nevada. "This event is truly a one-of-a-kind experience that we're excited to offer to the community, and Toss Your Boss is shaping up to be a popular option."

The rappelling experience will be a 178-foot controlled descent of the Opal Tower at Virgin Hotels Las Vegas, which encompasses 16 floors. All participants will receive training prior to rappelling and will be provided with harnessing gear.

Time slots for Over The Edge are available from 9 a.m. to 5 p.m. For more information and registration, visit <https://secure.qgiv.com/event/ote4jasn/> or contact Chris Palladino at chris.palladino.ja.org. A \$25 per person entry fee is required that can be applied to fundraising goals. There also are sponsorship and volunteer opportunities, including some for volunteers to be able to rappel for free.

"Junior Achievement does so much for local students in our Southern Nevada community, said Richard "Boz" Bosworth, President and CEO of JC Hospitality, owner of Virgin Hotels Las Vegas. "We are proud to partner with them to provide a stunning backdrop at Virgin Hotels Las Vegas for this unique and once-in-a-lifetime Over The Edge event."

Virgin Hotels Las Vegas is located at 4455 Paradise Road, Las Vegas, NV 89169.

About Junior Achievement of Southern Nevada

Junior Achievement of Southern Nevada, Inc. is dedicated to providing financial education to K-12 students with age-appropriate virtual and live curriculum that spans from budget management to economic principals, workforce skills and credit. Founded locally in 1996, the local nonprofit organization has reached more than 450,000 students in the Las Vegas area with the help of 285 businesses and 6,800 business role models. For more information, visit <https://jasnv.org/> and follow on [Instagram](#) and [Facebook](#).

About Over The Edge

Over The Edge is a special events company that provides signature events for nonprofit organizations around the world. Business leaders, individuals and community members are invited to raise donations in exchange for the experience of going over the edge of a prominent building. This unique event generates front page news, raises thousands of dollars and provides participants with a once-in-a-lifetime experience. Over The Edge is responsible for all technical aspects of the event including the insurance, professional staff and rappelling equipment. In addition, OTE provides a comprehensive fundraising manual to conduct a successful fundraising event. For information, visit overtheedgeglobal.com and 1-866-434-8776.

About Virgin Hotels Las Vegas

Virgin Hotels Las Vegas is a reimagined and re-conceptualized casino resort. The property is part of Curio Collection by Hilton. The integrated resort intermixes a passion for food and beverage with music and culture and features three hotel towers totaling over 1,500 Chambers and suites; the 60,000 sq. ft. Mohegan Sun Casino, operated by Mohegan Gaming & Entertainment; a five-acre desert pool oasis including Élia Beach Club and a multi-functional event lawn; live music and entertainment theater with 4,500 capacity; 24 Oxford showroom accommodating 650 guests; an exclusive portfolio of twelve food and beverage venues including Todd English's Olives, Kris Yenbamroong's Night + Market, the legendary Nobu, Michael and David Morton's One Steakhouse, Kassi Beach House from restaurateur Nick Mathers, Casa Calavera by global hospitality company Hakkasan Group, the sports entertainment, daylife and nightlife venue Money, Baby! from Justin Massei and Mikis Troyan of Clive Collective, famous Afters Ice Cream, Pizza Forte by the Ferraro Family and signature Virgin Hotels restaurants and bars including The Kitchen at Commons Club, The Bar at Commons Club, The Shag Room and Funny Library Coffee Shop. The property is owned by JC Hospitality, LLC, in partnership with Juniper Capital Partners, Virgin Group, LiUNA, Fengate Asset Management, Dream and Orlando Development. The off Strip playground is located at 4455 Paradise Road. For more information, visit www.virginhotelslv.com.

About Virgin Hotels

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value, and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for 50 years. Each property intermixes a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Virgin Hotels Chicago - named the "#1 Hotel in the United States" in 2016 and "#1 Hotel in Chicago" in 2016, 2017, and 2020 by the Conde Nast Traveler's Readers' Choice Awards - Virgin Hotels Dallas - named the "#16 Hotel in Texas" - Virgin Hotels Nashville, Virgin Hotels New Orleans and Virgin Hotels Las Vegas are now open.

Locations in New York, Miami, Edinburgh and Glasgow to follow. Virgin Hotels continues to explore hotel and office conversions and ground-up development in Boston, Los Angeles, Austin, Seattle, and London.

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of more than 100 one-of-a-kind hotels and resorts in nearly 30 countries and territories. Curio Collection properties offer guests authentic, curated experiences through distinctly local offerings and elevated amenities, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Experience a positive stay at Curio Collection by Hilton by booking at curiocollection.com or through the industry-leading [Hilton Honors app](#). [Hilton Honors](#) members who book directly through preferred Hilton channels have access to instant benefits. Learn more about the brand at newsroom.hilton.com/curio, and follow Curio Collection by Hilton on [Facebook](#), [Instagram](#) and [Twitter](#).

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