

## The Improv at Harrah's Announces Five-Year Extension

JAY MOHR RETURNS TO THE STAGE JUNE 24-26, 2011

Tickets for Jay Mohr on sale now at the Harrah's Box Office and Online

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LAS VEGAS, April 13, 2011 [/PRNewswire/](#) -- Budd Friedman and Mark Lonow, co-owners of The Improv at Harrah's Las Vegas, are happy to announce a five-year extension with Caesars Entertainment, ensuring center-Strip laughs through at least 2015. Always known for its weekly rotating cast of the industry's finest comedians, The Improv will also look to bring back some of the biggest names from its storied past. The first of The Improv alumni to take the Vegas stage is Jay Mohr who will perform June 24, 25 and 26. Tickets for Mohr's performance are \$45- \$55 (plus applicable taxes), are on sale now and can be purchased at the Harrah's Las Vegas box office, online at [www.harrahslasvegas.com](http://www.harrahslasvegas.com) or by calling (702) 369-5223.

"When we started talking about this extension we discussed bringing back some of the comics from our past who have since gone on to various levels of fame and world-recognition," said Improv founder, Budd Friedman. "Jay Mohr has been making people laugh for more than 20 years and consistently delivers hilarity every time he takes the stage."

Opened in April of 1995, The Improv at Harrah's Las Vegas Hotel & Casino has been named "Best Comedy Club" in the *Las Vegas Review-Journal's* coveted "Best of Las Vegas" poll numerous times. Other Improv accolades include "Best Comedy Club" by *Casino Player Magazine* and "Best Comedy Club in Southern Nevada" by *Nevada Magazine*. The Improv is now the longest running comedy club in Las Vegas, and the first standup comedy club ever created, with the opening of the first Improv in New York City in 1963.

"We have had a great love affair with Las Vegas and are extremely happy with this extension," said Mark Lonow, co-owner of The Improv at Harrah's Las Vegas. "The Improv brand has been an important part of standup comedy as we know it, and we look forward to the next five years and more."

### About the Improv at Harrah's Las Vegas Hotel & Casino:

Celebrating more than 15 years at Harrah's Las Vegas Hotel & Casino, Budd Friedman and Mark Lonow's Improv remains the funniest room in Sin City. Guests enjoy the fresh comedy of an ever-changing rotation featuring at least three of the industry's top comics each week. In 2009 and 2010, The Improv at Harrah's Las Vegas was named again as the "Best Comedy Club" in the *Las Vegas Review-Journal's* coveted "Best of Las Vegas" poll and received the same honor from *Casino Player* magazine. Renowned performers such as Jay Leno, Bette Midler, Robin Williams, Jimmy Fallon, Wayne Brady, George Lopez, Drew Carey, Billy Crystal, Rosie O'Donnell, Jay Mohr, Tim Allen, Jerry Seinfeld, Liza Minnelli, Ellen DeGeneres, Adam Sandler, Blake Clark, Sarah Silverman and Jim Carey have graced one of The Improv stage's as a launching pad for their celebrated careers. Performances at the Improv are 8:30 p.m. and 10:30 p.m., Tuesday through Sunday. Tickets are \$29.05 plus tax or \$44.95 plus tax for a VIP ticket (includes prime seating, meet and greet, and t-shirt) and are available [online](#) or at Harrah's Las Vegas Hotel & Casino box office. For more information and reservations call (702) 369-5223 or visit the [website](#). For reservations for groups of 15 or more call (702) 349-6315. Find us on [Facebook](#) (ImprovHarrahsLasVegas) and [Twitter](#) @ImprovHLV.

### About Harrah's Las Vegas

The namesake property is budget-friendly and offers something for every guest. Harrah's outdoor bar Carnival Court is home to some of the world's top flair bartenders and The Range Steakhouse is a romantic venue, offering diners a breathtaking view of the Strip. Harrah's Las Vegas hosts a wide variety of entertainment options, ranging from the comedy of Mac King and The Improv, to the longest running tribute show in the world, Legends in Concert, and live music at Toby Keith's 'I Love This Bar & Grill'. Harrah's Las Vegas features more than 25,000 square feet of banquet and meeting space, and a state of the art Sports Pit that features both live gaming and sports betting. For more information visit [www.harrahslasvegas.com](http://www.harrahslasvegas.com). Find Harrah's Las Vegas on Facebook- <http://www.facebook.com/harrahsvegas> and follow on Twitter- <http://twitter.com/harrahsvegas>.

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