

## Rio All-Suite Hotel & Casino Headliner Penn Jillette Launches Special "Celebrity Apprentice" Flavor Of Ice Cream At Walgreens On Las Vegas Strip

Other Local Celebrities Attended Ice Cream Social to Raise Funds for Opportunity Village and Help Penn in His Quest to Win Title of "All-Star Celebrity Apprentice"

Suggested Tweet: Help @RioVegas headliner @PennJillette win @ApprenticeNBC for @OppVillageLV by purchasing his ice cream flavor at Walgreens & Duane Reade!

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LAS VEGAS

LAS VEGAS, May 13, 2013 /PRNewswire/ -- During last night's broadcast of NBC's "All-Star Celebrity Apprentice," Rio All-Suite Hotel & Casino headliner Penn Jillette was named one of two finalists left in the competition. For the final challenge Penn was tasked with creating his very own flavor of Walgreens Good & Delish™ super premium ice cream. His creation, "Vanilla & Chocolate Magic Swirtle," was launched this morning at an ice cream social at the Walgreens in the middle of the Las Vegas Strip. A combination of premium vanilla and chocolate ice cream mixed with salted caramel swirls and pieces of delicious chocolate, Penn's special flavor will be sold at Walgreens and Duane Reade locations across the country beginning Monday, May 13. Walgreens will award \$100,000 to Opportunity Village, the Las Vegas-based charity for which Penn has been playing, if he sells more ice cream than his competitor. The ice cream sales will also help determine who is ultimately named the All-Star Celebrity Apprentice, which would award an additional \$250,000 to Opportunity Village.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/59293-caesars-penn-jillette-celebrity-apprentice-ice-cream-walgreens-vegas>

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Other Las Vegas celebrities joined Penn in the launch of his flavor, including Paris Las Vegas headliner and "American Idol" winner Taylor Hicks, Flamingo Las Vegas headliner George Wallace, Harrah's Las Vegas headliner magician Mac King, Blue Man Group, Jubilee! showgirls from Bally's Las Vegas and Penn's partner-in-crime, Teller. The entertainers helped Penn give out samples of his flavor to fans, who flocked to the store to meet the famed magician and his friends. Also in attendance was Linda Smith, chief development officer and foundation associate director of Opportunity Village.

"When Donald Trump asked me to return for the 'All-Star' season of 'Celebrity Apprentice,' I was both honored and excited to get another chance to raise money for Opportunity Village," said Penn. "To date, I have raised nearly \$400,000 for this amazing, Las Vegas-based charity, and hope that from today's event and this week's ice cream sales, we'll be able to raise even more money for them."

The first-ever "All-Star Celebrity Apprentice" marks the sixth installment of "The Celebrity Apprentice" and the 13<sup>th</sup> season of "The Apprentice" series. Throughout the season, 14 business-savvy celebrity contestants returned for a second chance to raise money and awareness for their charity of choice. Every week, Penn and the other celebrity contestants have worked in two teams, under the guidance of a designated project manager, to compete in business-driven tasks around New York City, using their game, along with their proven business acumen, to win challenges. Penn and the other contestants have been subjected to long hours, grueling deadlines, intellectual challenges, personality clashes and intense scrutiny under the careful watch of

Donald Trump and his advisors.

Penn & Teller perform in the Penn & Teller Theatre at Rio All-Suite Hotel & Casino nightly (dark Thursdays and Fridays) at 9 p.m. Tickets are \$75 and \$85 and \$104.50 for VIP/Ampersand Seating, and are available by calling 702-777-7776.

Opportunity Village is a not-for-profit organization that serves people in the Southern Nevada community with intellectual disabilities, to enhance their lives and the lives of the families who love them. Opportunity Village is dedicated to helping people with severe intellectual and related disabilities become the very best they can be. Through vocational training, community employment, day services, advocacy, arts and social recreation, citizens with severe disabilities are able to find new friends, realize future career paths, seek independence and community integration and unleash creative passions.

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