**GENERAL FACT SHEET**

|  |  |
| --- | --- |
| **OVERVIEW:** | The High Roller is the focal point of The LINQ Promenade, the open-air shopping, dining and entertainment district, that redefines the iconic Las Vegas skyline. Topping out at 550 feet, the High Roller is the tallest observation wheel in the world. |
| **CONTACT INFORMATION:** | (866) 328-1888[www.HighRollerLV.com](http://www.HighRollerLV.com) |
| **HOURS OF OPERATION:** | Hours: 11:30 a.m. to 2 a.m. daily |
| **FACTS:** | * The High Roller tops out at 550 feet and is the tallest observation wheel in the world.
* The wheel structure boasts 7.2 million pounds of steel and 112 cables.
* The High Roller features 28 spherical air-conditioned cabins that each accommodates up to 40 guests.
* The cabins are 22 feet in diameter and offer floor-to-ceiling glass windows for incredible views of Las Vegas and the surrounding valley.
* Fabrication of the wheel began in late 2011 and components of the High Roller came from several locations across the globe including China, Japan, France, Sweden, Italy, Netherlands, Germany, Colorado, California and Las Vegas.
 |
| **UNIQUE EXPERIENCES:** Page - 2 -**UNIQUE EXPERIENCES:** | * The **Happy Half Hour** cabin for the High Roller is the happiest half hour in Las Vegas, which includes a 30-minute ride and an open bar for up to 25 guests.
* **Yoga in the Sky** allows guests the only chance to find their Om while enjoying the breathtaking, 360-degree views of Las Vegas. The experience includes a one-hour yoga session (two rotations) with a Silent Savasana instructor and up to six guests per cabin. Guests are guided through the experience by wearing a headset that allows them to hear the instructor and music. Reservations must be booked at least 24 hours in advance Yoga is offered Sunday, Wednesday and Friday at 11:30 a.m. and 5 p.m.

  -more-* The **chocolate tasting experience with Ethel M Chocolates** is the only one of its kind in North America. Guests learn about the origins of chocolate and how Ethel

M Chocolates’ signature varieties were created, all while focusing their attention on the aroma, taste and texture. The 30-minute (one rotation) adventure includes a chocolatier ambassador showcasing different chocolate pieces and the story behind them. Tastings are available every Thursday, starting at 5 p.m.* **Lights at The LINQ** is set to four different popular songs incorporating the High Roller observation wheel, the Cake Topper above Sprinkles Cupcakes and The LINQ Fountains. Comprising more than 2,000 individual energy-efficient LED lights syncopated to music, the show features countless combinations of changing colors and varying intensities to create a uniquely dynamic visual experience. Show times are daily: 8:30 p.m., 9:30 p.m. and 10:30 p.m.
* **Private Cabins** may be reserved for proposals, bachelor/bachelorette parties, birthdays and corporate events. Add an in-cabin open bar and a karaoke machine to any private cabin for a truly lively celebration.
* The High Roller cabin can accommodate **weddings** of up to 40 guests in a spectacular way that can only be experienced in Las Vegas. Guests can also book one of the private event spaces inside the wheelhouse for **receptions, rehearsal dinners** and more.
 |
| **EVENT SPACE:** Page - 3 -**EVENT SPACE:** | * With more than 2,500 square feet and VIP access to the High Roller, the **Pre-Roll Room** is the place to gather groups before the ride. It offers 270-degree, fully customizable video projection and high-quality sound and lighting, including two Martin Mac Vipers for GOBO projection on walls and floors and 12 JBL speakers with subwoofers for theater-quality surround sound.

 -more-* The **Wheel House** of The High Roller is a unique space designed to host events ranging from weddings to corporate events. The Wheel House’s fifth floor meeting room accommodates as many as 500 guests and offers an expansive view of the LINQ below. The 2,500 square feet of meeting space is divisible into three individual meeting rooms.
* The **Charter Group Entrance** is located next to the valet at The LINQ Promenade for large groups. By entering the area, guests may make special arrangements and board the wheel as one group.
 |
| **KEY HISTORIC DATES:** | * February 2012: Ground breaks on the construction for the High Roller.
* February 2014: The High Roller officially lights up the Las Vegas skyline.
* March 2014: The High Roller welcomes its first ticketed passengers.
* July 2016: Yoga in the Sky is launched.
* September 2016: Chocolate Tastings with Ethel M Chocolates is launched, making it the only experience of its kind in North America.
* November 2016: Lights at The LINQ begins its nightly run with a choreographed light show.
 |
| **TICKET PRICING:** Page - 4 - **TICKET PRICING:** |

|  |  |
| --- | --- |
| **General Tickets:****General Tickets:**  | Adults (13 and over):$25 - daytime $37 - eveningYouth (4-12): $10 - daytime $20 - any time or eveningThree and under ride free |
| **Locals Pricing:** -more- | Adults (13 and over):$12.50 - daytime $18 - eveningYouth (4-12):$5 - daytime $10 - evening Three and under ride free |
| **Happy Half Hour:** | $40 - daytime $52 - evening |
| **Yoga in the Sky:****Chocolate Tastings:**  | $75 - per person$85 - per person for sunset option$250 per person or $300 per couple - private, one-on-one session$325 per person - five sessions$52 per person or $15 upgrade with current evening admission ticket or $1,500 - private cabin |
|  |  |

 |
| **GROUP TICKETS:** | For groups of 10 or more or for private cabins, please call (702) 322-0537, visit [online](https://www.caesars.com/linq/high-roller#.VoHSU9KrTct) or email highrollersales@caesars.com. |
| **GENERAL DISCOUNTS:** |

|  |  |
| --- | --- |
| Total Rewards tickets:Seniors (65+) andMilitary (with ID): | $20 adults, $10 youth - daytime$32 adults, $20 youth - evening $20 - daytime$32 - evening |

 |
| **HOTEL SPECIALS:** | The LINQ Hotel & Casino and Flamingo Las Vegas hotel guests receive $5 off a High Roller ticket purchase. Guests to show their hotel key at the box office.  |
| **BACHELOR/****BACHELORETTE PRICING:** | Celebrate the end of single life with the ultimate party 550 feet above Las Vegas! The Ultimate Final Fling Package 1:* 30-minute private cabin for up to 12 guests with open bar
* Private Bartender
* Champagne on Board
* One appetizer or dessert selection
* Customized music
* Day $1,550, evening $1,800

Ultimate Final Fling Package 2: * 60-minute private cabin for up to 25 guests with open bar
* Private Bartender
* Champagne on Board
* One appetizer or dessert selection
* Customized music
* Day $2,300, evening $2,450

 -more- |
| Page - 5 -**ONLINE PRESS KIT:**  | [Click here for Caesars Entertainment's online press kit.](http://caesarslasvegas.mediaroom.com/portfolio)  |
| **BROLL:** | [Click here for file b-roll.](https://caesarsentertainment.sharefile.com/share#/view/saccf0a8b39a4ad3a)  |
| **PHOTOS:** | [Click here for photos](https://www.flickr.com/photos/voxsolidcommunications/collections/72157668890733825/). |
| **SOCIAL MEDIA HANDLES:** | Facebook, Twitter and Instagram: @HighRollerVegas@LINQPromenade |
| **HASHTAGS:**  | #LINQLife#RevolveVegas#HighRollerVegas |
| **MEDIA CONTACTS:**  | Marina Nicola/ Erika PopeVox Solid Communicationsmnicola@wearevoxsolid.com, epope@wearevoxsolid.com(702) 586-2137, (702) 249-2977  Erica Johnson-McElroyCaesars EntertainmentEJohnsonmcelroy@caesarspalace.com(702) 866-1055 |

# # #

12/23/2017 3:24 PM