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THE LEGENDS AT SPARKS MARINA INVITES ALL TO ENJOY ITS "LEGENDARY GRAND OPENING CELEBRATION"

*Ten days of free events include July 31 fashion show featuring Janice Dickinson;
Aug. 1 Smash Mouth concert with fireworks finale; \$25,000 in gift card giveaways*

SPARKS, Nev. (July 23, 2009) – The Legends at Sparks Marina, northern Nevada's newest retail and entertainment destination, presents a celebration of legendary proportions Friday, July 31 through Sunday, Aug. 9 featuring free events, activities, celebrity appearances, food demonstrations, fashion shows and more, including \$25,000 in gift card giveaways starting with a \$5,000 prize awarded during the Aug. 1 Smash Mouth concert. Inviting all of northern Nevada and the surrounding areas out to come out and enjoy the show, this 10-day extravaganza is the culmination of the center's grand opening activities that began June 18. Topping things off, on Sunday, Aug. 2, and Saturday, Aug. 8, visitors to The Legends get richer by the moment with \$1,000 gift card giveaways each hour starting at noon each day.

Get things started by learning a thing or two about personal style from the "World's First Supermodel," reality star Janice Dickinson, Friday, July 31 during "Girls Night Out" from 6 – 7:30 p.m. During the first-ever "Fashion Friday" event, visitors to The Legends can enjoy a free champagne or sparkling cider from 6 – 7 p.m. accompanied by live music, followed by a high-energy fashion show featuring the hottest summer and fall fashions from The Legends most in-demand retailers.

Keep the weekend festivities going by entering The Legends' \$5,000 gift card giveaway Saturday afternoon, set to be awarded during the evening's free Smash Mouth concert and kicking off \$25,000 in gift card giveaways to take place during the course of the 10-day celebration. Win VIP tickets to the concert by being one of the first 25 to participate in The Legends' charity Denim Drive and then commemorate the occasion by visiting the free "Shrek"-themed photo booth to get pictures taken with friends and family. Move on to Saturday night by grabbing a spot in front of the stage to listen as Smash Mouth, the multi-platinum band made famous during the famed "Shrek" movies, belts out hits such as "All Star," "I'm a Believer" and "Can't Get Enough of You Baby" at 8 p.m., followed by a fireworks finale over the Sparks Marina at 9:30 p.m.

And the fun only continues from there, with free music every night of the Legendary Celebration, Legends Reno-Tahoe Open ticket giveaways, performances by the Wolf Pack cheerleaders, cooking demonstrations from Jennifer Bushman, art displays, sock hops, fire dancers and more, this is one jam-packed schedule of events.

The following is an overview of events and activities scheduled for the Legendary Celebration, July 31 – Aug. 9. For complete schedule information, visit www.ExperienceLegends.com.

Friday, July 31

Girls Night Out

5-7 p.m. Live Music
 5-8 p.m. Wolf Pack Flag Signing
 5-8 p.m. Kids Zone
 6-7 p.m. Champagne/Sparkling Giveaway
 7-7:30 p.m. Fashion Show – Janice Dickinson

Saturday, August 1

Smash Mouth Saturday

10 a.m.-9 p.m. Kids Zone
 10 a.m.-12 p.m. Stilt Walker
 10 a.m.-6 p.m. Denim Drive
 12 p.m. Green Italian Ice
 12-2 p.m. Live Music
 2 p.m. Fashion Show
 2 p.m. Green Italian Ice
 2-4 p.m. "Shrek-" themed Photo Opportunity
 2-5 p.m. Wolf Pack Flag Signing
 3-5 p.m. Guitar Hero Contest
 4 p.m. Fashion Show
 4-6 p.m. Face Painter w/ Balloons
 5-7 p.m. Live Music
 7-8 p.m. Fire Dancers
 7-8 p.m. Glow Stick Giveaway
 8 p.m. Smash Mouth – FREE Concert

Sunday, August 2

Football Season Kickoff

11 a.m.-6 p.m. Kids Zone
 11 a.m.-6 p.m. Wolf Pack Merchandise Sidewalk Sale
 11 a.m.-6 p.m. Cleat Sale
 1-3 p.m. Photo opportunity with Alpie
 1-3 p.m. Tailgating Cooking Demo with Jennifer Bushman
 2 p.m. Sportswear Fashion Show
 2-4 p.m. Live Music
 2-4 p.m. Wolf Pack Flag Signing
 3 p.m. Cheerleaders/Dance Team Performance
 4 p.m. Sportswear Fashion Show
 4-6 p.m. Band Showdown

Monday, August 3

The Legends Reno-Tahoe Open Kickoff

5-7 p.m. Live Music
 5-8 p.m. Wolf Pack Flag Signing
 5-8 p.m. The First Tee of Northern Nevada Golf Equipment Drive
 6-8 p.m. Golf Contests
 6-8 p.m. Nintendo Wii Golf Tournament

Tuesday, August 4

Fat Tuesday

5-7 p.m. King Cake Sampling
 5-8 p.m. Wolf Pack Flag Signing
 5-8 p.m. Mardi Gras Street Party
 6-8 p.m. Dueling Pianos

Wednesday, August 5

Art in the Plaza

5-7 p.m.Live Music
5-8 p.m.Art in the Plaza
5-8 p.m.Wolf Pack Flag Signing

Thursday, August 6

Hot August Nights Drive-In

1-5 p.m.Hot August Nights Poker Run
1-5 p.m.Live '50s Music
5-8 p.m.Wolf Pack Flag Signing
6-8 p.m.Sock Hop
6-8 p.m.Blast From the Past Photo Opportunity
7-8 p.m.Ice Cream Social
8:30 p.m.Movie: "Grease"

Friday, August 7

Fashion Friday Makeovers

5-7 p.m.Live Music
5-8 p.m.Wolf Pack Flag Signing
6-7 p.m.Makeup Product Demonstration
6-8 p.m.Legendary Style Makeover

Saturday, August 8


Sidewalk to Savings

11am-8 p.m.Kids Zone
10am-9 p.m.Sidewalk Sale
10am-2 p.m.Farmers Market
12-2 p.m.Lemonade Stand
12-2 p.m.Live Music
2 p.m.Fall Fashion Show
2-4 p.m.Harry & David Fruit of the Month Sampling
2-5 p.m.Wolf Pack Flag Signing
3-5 p.m.Live Music
4 p.m.Fall Fashion Show
6-8 p.m.Summer Concert Series – Drinking with Clowns

Sunday, August 9

Family Fun Day

11am-6 p.m.Kids Zone
11am-6 p.m.Sidewalk Sale
12-2 p.m.Trampoline Act and Gymnast performances
12-2 p.m.APEX Bungee Swing
2-5 p.m.Wolf Pack Flag Signing
3-5 p.m.Live Music
3-5 p.m.Dance Dance Revolution Contest
4 p.m.Back-to-School Fashion Show

For more information on The Legends at Sparks Marina, log on to www.ExperienceLegends.com or follow us on  at www.Twitter.com/legendsatsparks.

The Legends at Sparks Marina has completed Phase 1 construction on its 2 million-square-foot destination, entertainment and retail complex located at the intersection of Interstate 80 and Sparks Blvd. in Sparks, Nev. just minutes from downtown Reno. Once complete, the site will contain a unique mix of entertainment venues, restaurants and retail offerings designed to attract a majority of visitors from out-of-state to northern Nevada. Its grand opening is scheduled for summer 2009 and the project is expected to attract 600,000 to 800,000 new tourists and generate approximately \$600 million in taxable sales annually.