



FOR IMMEDIATE RELEASE
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HISPANIC MUSEUM OF NEVADA TO HOST GRAND OPENING, RIBBON CUTTING

Museo Hispano de Nevada marks official opening inside The Boulevard Mall ; Bringing Culture directly to the people

WHAT: **The Ribbon Cutting Ceremony and Grand Opening of the Hispanic Museum of Nevada: La Casa de la Cultura Latina.** Numerous Hispanic arts and cultural organizations have united with the Hispanic Museum of Nevada to strengthen and authentically promote the artistic and cultural bonds of the diverse Hispanic cultures in the community. The grand opening will include live entertainment, artist and artisan demonstrations, refreshments, and appetizers. Founded in 1991, the Hispanic Museum of Nevada is a non-profit organization whose mission is to promote awareness, education and resources of the diverse Hispanic cultures and traditions to enhance intercultural understanding among community members. The Boulevard Mall leadership's vision was to include the Hispanic Museum of Nevada in this 2,600 sq. ft. location to continue fostering its cultural outreach.

WHEN: **Friday, January 27, 2012**
Media Conference: 4 pm
Free and Open to Public: 7 – 9 pm

WHERE: **The Hispanic Museum of Nevada: La Casa de la Cultura Latina - inside**
The Boulevard Mall
East Mall Entrance
3680 S. Maryland Parkway
Las Vegas, NV 89169

About the Hispanic Museum of Nevada:

The Hispanic cultural community has united with some of the most vibrant and exciting arts and cultural organizations in Las Vegas: The International Carnival of Bolivia of Las Vegas, The Puerto Rican Association of Las Vegas, The Peruvian Association of Las Vegas, Mujeres de Michoacan, The Colombian Organization of Las Vegas (COLAVE), La Casa de la Cultura Dominicana, The Paraguay Association of Las Vegas, The Ecuadorian Association of Las Vegas, Romeo and Anita Siquenza- Mexico, the Brazilian Association of Las Vegas, La Casa de la Cultura de Guatemala, The Association of El Salvador , the newly formed Casa de la Cultura Cubana, and more to strengthen the artistic and cultural bonds of the community and to authentically promote the diverse Hispanic cultures with the community.

In addition, the Museum includes traditions of handmade art, local artist's artwork, and a venue for local artists to display and sell their work: Wilson Posada, Sugelei Ortega, Adolfo Gonzalez, Elena Nunta, Flor Mendez, Gustavo Molina, Freddy Chavez, Elena Nunta, Maria Guiller, Romeo Siquenza, Anita Siquenza, Carlos Lausso, and Johnny Romero-Art Promoter.

The Museum also offers a number of programs to encourage and foster Hispanic art and culture in our community. Log onto hispanicmuseumnv.com for further information. The Hispanic Museum of Nevada hours of operation are Tuesday - Saturday: 10 am - 7 pm & Sunday: 11 am - 6 pm. Closed Mondays. For more information please call (702) 773-2203

About The Boulevard Mall:

The Boulevard Mall is a super-regional shopping center strategically located in the heart of Las Vegas just two miles from the Las Vegas Strip. The Boulevard is located on Maryland Parkway, a six-lane thoroughfare with easy mall accessibility from all directions. Some of its notable retailers include *JCPenney*, *Macy's*, *Sears*, *Charlotte Russe*, *Gamestop*, *Forever 21*, *Old Navy*, *Cotton On* and *Victoria's Secret*. For additional information, please visit www.boulevardmall.com.

About Rouse Properties:

Rouse Properties (NYSE: RSE) is a publicly traded real estate investment trust headquartered in New York City and is among the largest mall owners in the United States. The company's geographically diversified portfolio spans the United States from the northern coast of California to New Hampshire, including 30 malls that represent approximately 21.1 million square feet of retail space. The properties are located in the heart of America and are home to more than 200 industry-leading brands, from JCPenney and Macy's to Darden Restaurants and Victoria's Secret. For additional information, please visit <http://rouseproperties.com>.

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