

Guide to the UNLV Libraries Collection of Treasure Island Hotel and Casino Promotional and Publicity Materials

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**University of Nevada, Las Vegas. University Libraries. Special Collections
and Archives.**

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

special.collections@unlv.edu

Table of Contents

Summary Information	3
Historical Background	3
Scope and Contents Note	4
Arrangement	4
Administrative Information	4
Related Materials	5
Names and Subjects	5
Collection Inventory	6

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Creator:	Treasure Island Hotel and Casino (Las Vegas, Nev.)
Title:	UNLV Libraries Collection of Treasure Island Hotel and Casino Promotional and Publicity Materials
ID:	MS-00959
Date [inclusive]:	1991 to 2006
Physical Description:	0.46 Cubic Feet (1 box)
Physical Description:	0.42 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Treasure Island Hotel and Casino Promotional and Publicity Materials includes press kits, press releases, promotional materials, and newspaper and magazine clippings for Treasure Island Hotel and Casino in Las Vegas, Nevada, dating from 1991 to 2006.

Preferred Citation

UNLV Libraries Collection of Treasure Island Hotel and Casino Promotional and Publicity Materials, 1991-2006. MS-00959. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

Treasure Island is a hotel and casino located in Las Vegas, Nevada, on the Las Vegas Strip near the Fashion Show mall, Grand Canal Shoppes, and the Mirage Hotel and Casino. It is the birthplace of Cirque du Soleil's longest running show *Mystère*, which had its first show on Christmas day of 1993. Under the direction of Steve Wynn, Mirage Resorts opened Treasure Island on October 26, 1993 at a cost of \$450 million. The hotel originally had a heavy pirate theme, featuring an iconic skull and crossbones sign and free pirate shows, including *Battle of Buccaneer Bay*. The pirate theme was not as popular as Wynn had hoped, and the property began a series of renovations to improve the hotel's image. These renovations started in 1999 with a \$65 million guest room and public area redesign. In 2003, Treasure Island made a series of changes

to modernize the brand and appeal to a more adult demographic. The property began referring to itself by its initials TI, reflected in a sign that replaced the skull and crossbones sign. *Battle of Buccaneer Bay* was replaced by the more adult oriented *Sirens of TI* until October 21, 2013 when it ended due to the construction of retail shops near the location. Billionaire Phil Ruffin bought Treasure Island from MGM in 2009 for \$775 million.

Sources:

"About." Treasure Island. Treasure Island, LLC, n.d. <https://www.treasureisland.com/about>.

Fink, Jerry. "Adult-Themed 'Sirens of TI' Takes a Stand on the Strip." *Las Vegas Sun*. Las Vegas SUN, Inc., October 27, 2003. <https://lasvegassun.com/news/2003/oct/27/adult-themed-sirens-of-ti-takes-a-stand-on-the-strip/>.

Waddell, Lynn. "Steve Wynn Opens His Latest Treasure." *Las Vegas Sun*. Las Vegas SUN, Inc., October 27, 1993. <https://lasvegassun.com/news/1993/oct/27/steve-wynn-opens-his-latest-treasure/?history/>.

[^ Return to Table of Contents](#)

Scope and Contents Note

UNLV Libraries Collection of Treasure Island Hotel and Casino Promotional and Publicity Materials includes press kits, press releases, promotional materials, and newspaper and magazine clippings for Treasure Island Hotel and Casino in Las Vegas, Nevada, dating from 1991 to 2006. This collection contains items previously described as "Promotional and publicity material: Treasure Island Hotel and Casino."

[^ Return to Table of Contents](#)

Arrangement

Materials are arranged by material type.

[^ Return to Table of Contents](#)

Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-082.

Processing Note

In 2019, as part of an archival backlog elimination project, Miguel Dominguez and Autumn Bassett compiled the materials from multiple sources that included subject files and previously cataloged material. Autumn Bassett wrote the finding aid.

[^ Return to Table of Contents](#)

Related Materials

Related Materials

The following resources may provide additional information related to the materials in this collection: Las Vegas Casino and Hotel Advertisement Clippings Collection, 1986-1999. MS-00644. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Names and Subjects

- Advertising
- Casinos
- Gambling
- Hotels
- Photographs
- Promotional materials
- Publicity
- Las Vegas (Nev.)

Collection Inventory

Title/Description	Containers
Press kits, 1991 to 2004	box 01
Press releases, 1991 to 2006	box 01
Promotional materials, 1994 to 1995	box 01
Newspaper and magazine clippings, 1991 to 1996	box 01
VHS promotional tape, approximately 1993	box 01