



For Immediate Release

## **SCORE! INTERACTIVE SPORTS EXHIBIT OPENS ITS DOORS FOR GRAND OPENING WEDNESDAY, DECEMBER 5 AT LUXOR IN LAS VEGAS**

**The First Multi-Sport Interactive Exhibit of its Kind in the U.S. Features Strategic Alliances with Major Sports' Halls of Fame Under One Roof**

**Las Vegas (Nov. 27, 2012)** – Celebrating its grand opening Wednesday, Dec. 5, SCORE!, the first multi-sport interactive exhibit and sports fantasy experience of its kind, will open its doors to sports fans from around the globe. Located inside the Luxor Hotel and Casino on the iconic Las Vegas Strip, SCORE! is the ultimate sports fan attraction featuring historically significant memorabilia from the Naismith Memorial Basketball Hall of Fame®, Pro Football Hall of Fame®, Hockey Hall of Fame, Boxing Hall of Fame, U.S. Soccer Federation and more, along with cutting-edge interactive sports experiences that make SCORE! much more than an ordinary exhibit.

**SCORE! will also host a private invitation-only pre-Grand Opening event for media and other distinguished guests on the evening of Tuesday, Dec. 4. More information on that event is to follow.**

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SCORE!, a 10,000 square-foot interactive exhibit, contains more than 300 prized pieces housed in eight galleries and valued in the millions of dollars. The permanent exhibits feature items dating to the early 20<sup>th</sup> century and include such notable hardware as the 1999 Women's World Cup trophy, the 1981 Heisman Trophy awarded to legendary USC tailback Marcus Allen, championship rings, World Series trophies, Jim Brown's 1957 MVP trophy and the largest and most diverse collection of game-worn jerseys anywhere in the world. The unparalleled collection comes from various professional sports' Halls of Fame and private collectors, including the late attorney Jock Smith.

The experience at SCORE! winds through eight galleries showcasing hundreds of real uniforms worn by sports icons. The football gallery includes jerseys from Terry Bradshaw and Emmitt Smith; then there is Wayne Gretzky in the hockey gallery, Muhammad Ali in the boxing area, Babe Ruth in the baseball gallery, Richard Petty in the racing exhibit, Mia Hamm in the soccer area and Michael Jordan in the basketball gallery.

At SCORE!, casual sports fans and diehards alike get a chance to "Be the Legend" by participating in challenges such as an NHL-themed stick-handling drill, college combine tests, baseball speed pitch, peripheral vision test, NASCAR-themed pit-stop challenge and vertical leap test all designed to see how sports fans compare to the pros.