**For Immediate Release Media Contact:** Tara Trovato

Monday, Dec. 21, 2014 Draper Strategies & Communications

775-287-5924

[tara@draperstrategies.com](mailto:tara@draperstrategies.com)

**LEX Nightclub kicks off 2015**

**with unprecedented, A-list entertainment lineup**

**Reno, Nev. –** Since its opening in early July, LEX Nightclub inside Grand Sierra Resort and Casino (GSR) has transformed the nightlife scene on the West Coast playing host to a long list of superstar DJs and pop culture phenomena. From its well-appointed amenities to its stunning light system, LEX is truly “where elegance becomes unruly.” Now, as it heads into the New Year, names like The Weeknd, Lil’ Jon and DJ Pauly D are just some of the top names in entertainment that will rock the more than 25,000 square-foot venue.

“Our 2015 entertainment lineup is truly unmatched in this region and we’ve really only just begun,” said Ben Schwartz, director of nightlife marketing for GSR. “The transformation that is happening in northern Nevada is very exciting and we’re proud to be a part of it.”

Beginning Saturday, Jan. 3, LEX will kick off a series of A-list entertainers with R&B superstar, The Weeknd, shortly followed by the return of DJ Pauly D. on Friday, Jan. 16. The lineup continues with famed DJs Scooter and Lavelle on Friday, Jan. 23; Lil’ Jon on Saturday, Jan. 24; Far East Movement on Friday, Jan. 30; Brody Jenner on Friday, Feb. 13; and DJ Karma on Saturday, Feb. 21.

LEX is the pinnacle of a series of more than $50 million in aggressive renovations, additions and remodels that Grand Sierra Resort and Casino has made since 2012. The venue features 33 VIP tables, three full bars, nine intricate skylights, a multi-million dollar lighting and sound system and an adult indoor pool that has a dance floor that extends over it creating the illusion of dancing on water.

Rivaling the country’s top nightlife venues, LEX has featured some of the biggest names in nightlife entertainment including Tommy Lee and DJ Aero, The Chainsmokers, DJ Pauly D, Brody Jenner and William Lifestyle, Jermaine Dupri, EC Twins, Manufactured Superstars, Havana Brown, DJ Shift, Clinton Sparks and DJ E-Rock.

LEX is open every Friday and Saturday beginning at 10 p.m. until close. The cover charge is $30 and half-off for locals. Beginning January 29, 2015, The Lounge at LEX transforms into the ultimate happy hour hotspot and will be open from 6 p.m. until 10 p.m. For more information, to reserve a VIP table or to buy tickets or be added to the guest list, visit [www.lexnightclub.com](http://www.lexnightclub.com). For the latest updates from LEX Nightclub find LEX on [Facebook](https://www.facebook.com/lexnightclub?ref=br_tf) or follow LEX on [Twitter](https://twitter.com/LexNightclub) and Instagram.

# # #

**About LEX Nightclub**

LEX Nightclub – an unprecedented nightlife venue – is the premier nightclub in northern Nevada, rivaling the country’s top nightlife venues in Las Vegas, Los Angeles, Miami and New York. At an impressive 25,000 square feet, LEX features three full bars, 33 VIP tables and a bevy of deluxe amenities to create the experience of a lifetime. The more than $15 million nightclub also features nine intricate skylights, a $1 million lighting system and an adult indoor pool partially covered by a glass dance floor, creating the illusion of dancing on water. For additional details and the latest in updates on entertainment and events, find LEX on [Facebook](https://www.facebook.com/lexnightclub) or follow LEX on [Twitter](https://twitter.com/lexnightclub) and [Instagram](http://instagram.com/lexnightclub).