



by Allan Anderson

This year the Riviera Hotel and Casino celebrates it's 50th anniversary. The Riviera opened on April 20th, 1955 and was built at a cost of \$8,500,000 by the Taylor Construction Company. The hotel had 9 floors, 350 rooms and suites on 25 landscaped acres. The Chairman of the Board was M. M. Mason and the President was David Gensburg. The opening day act was Liberace with George Liberace and his Orchestra featuring Joy Roberts, Sally Blythe, Mark Alden, Buck Young, Dickie Lerner, Emmaline Henry and the Riviera Girls.

Following is a timeline of the Riviera from opening day to 2005.

#### April 20, 1955

Riviera opens. Liberace is the opening act. Joan Crawford is hostess. The Treniers open the lounge.

#### May 1, 1955

Riviera's first acting assigned, hosting a live telecast of Liberace directly on stage on the Colgate Comedy Hour TV show.

#### May 12-16, 1955

Helldorado parade - Riviera won the Grand Sweepstakes award with her entry "Red Shoes". The base of the float was designed like the sole of a shoe and perched high on the top was Sharon Christian, queen of the ballet.

#### September 28, 1955

Gus Greenbaum, Willie Alderman, Dave Berman, Sid Wyman, Elias Atoll and Joe Rosenberg and previous investors of the Flamingo, along with two unidentified men, were granted a lease on the Riviera.



#### 1956

Orson Welles makes his stage appearance at the Riviera.

#### May 16, 1958

Riviera gave Liberace special birthday present, a new red Mercedes Benz.

#### August 4, 1958

Riviera had one of the busiest nights since she opened when hundreds upon hundreds of anxious fans tried to get in to see Red Skelton, both for the first and second shows. Many stood and waited, even after the show had started, hoping the Maitre d' would find some available space. Countless had to be turned away.





Las Vegas' first high rise, 1955

### December 2, 1958

Riviera big-wig, Gus Greenbaum, and his wife were killed in their home in Arizona.

### December 5, 1958,

All gaming at the Riviera was closed from 9:00am to 6:00pm as simultaneous services were held in Vegas and in Phoenix for Mr. & Mrs. Greenbaum.



### 1960

Riviera changed the Clover Room's name to the Versailles Theatre, showcasing the Andrew Sisters; Louis Armstrong; Tony Bennett; George Bums; Red Buttons; Sid Caesar; Cathcart Orchestra; Carol Charming; Cyd Charisse; Vic Damone; Dennis Day; Destry Rides Again starring Gene Barry/Monique Van Vooren/Warde Donovan; Dorothy Dorben Dancers; Jack Elliott; Totie Fields; Eddie Fisher; Joel Grey; Buddy Hackett; Johnnie Haymer; Sammy Lewis Presents In

An Intimate Revue starring Patrice Munsel; Sammy Lewis Presents Ted Lewis/Sophie Tucker/Paul White/Elroy Peace/Ted Shapiro/Lee Berger/June Taylor Dancers/Ray Sinatra Orchestra; Dean Martin; Tony Martin; Mills Brothers; Jaye P. Morgan; Patti Page; Paul Reed; Rowan & Martin; Riviera Dancers & Models; Connie Russell; Sarah Vaughan; Earl Wild; and World of Suzie Wong.

### August 1961

Kaye Stevens recorded her album Ruckus at the Riviera, now a cult classic.

### November 25, 1963

The Riviera, as well as other resorts in Vegas dimmed their lights and stopped all gambling from 7:00am to 12:00am to honor the funeral of John F. Kennedy.

### May of 1967

Ann-Margret and Roger Smith married at the resort. Hotel PR Director Tony Zoppi and Hotel Manager Dick

Chappell served as witnesses for the ceremony before District Judge John Mowbray. Margret had just signed a contract to headline at the resort for \$40,000 a week.

### 1967

The Riviera added a 200-room wing, an elevator penthouse, a 9,000-square-foot lobby, and 10,000 square feet of office and meeting space.

### October, 1968

Completion of the 220 room south wing, it now held 770 rooms, suites and convention facilities. The \$5 million addition soared 12 stories into the horizon. Offices representing four major airlines occupied the ground level of the new building as well as the shops and the



Montmartre convention center. The property was flanked by walls of glass, accented by tasteful landscaping. Its massive stone entrance is manned by a staff of doormen garbed in uniforms patterned after those worn by the French Foreign Legion. Dick Chappell was the Manager with assistants Pat Egan, Bill Barry and Eimo Ellsworth.

### 1969

Bob Hope joined headliner Totie Fields on New Year's Eve and surprised audiences with a 15 minute ad lib performance.

### 1969

Dean Martin became a 10 owner with approximately 8,000 shares and Dino's Den was named after him.

### 1969

Riviera showcased Dean Martin Presents Englebert Humperdinck marking Humperdinck's debut in Las Vegas.

## September 20, 1970

Riviera hosted the Friars' Club 550 a plate roast of comedian Joe E. Lewis, bringing together some of the greatest stars in show business for a total of 1,300 honoring him. The host was Dean Martin, the co-host was Frank Sinatra but he failed to appear, and the emcee was George Jessel. Those appearing at this roast were Marty Allen, Jack Benny, George Burns, Vikki Carr, Jimmy Durante, Buddy Hackett, Jack E. Leonard, Tony Martin, "Swiftly" Morgan (Damon Runyon's famous Lemon Drop Kid), Jan Murray, Harry Richman, Toots Shor, Phil Silvers, Ed Sullivan, Louis Armstrong, Pearl Bailey, Telly Savalas, and John Conte. Other attendees included Nevada Governor Paul Laxalt, Sands Hotel's Jack Entratter, Nate Jacobson, and Caesars/Circus Circus creator, Jay Sarno. The guest list amounted to 1,000 people. SUN columnist Ralph Pearl suggested the tribute and Zoppi helped organize the event.

## 1970

During a strike occurring at various resorts. Bob Hope was in the



Bob Hope and Jack E. Leonard



Liberace cutting the ribbon, 1955

audience at the Roger Miller & Jack E. Leonard shows at the Riviera. During one of these shows Hope hopped on stage and joined the headliner. He stated "I am available as bellhop, cocktail waiter, short order chef or casino dealer. In my tax bracket, I'll do anything to make an extra buck."

## 1972

Four championship tennis courts were added near the pool. They were the site of the Dewar's Celebrity-Pro Tennis Tournament, which drew top professional athletes from around the world.

## February/March 1973

Meshulam Riklis, the majority stockholder of American International Travel Services of Boston (AITS) bought the Riviera for \$56 million.

## June 15-17, 1973

Riviera hosted the Celeb Invitational Tennis Tournament with Gary Crosby, Edgar Bergen, Johnny Carson, Paul Anka, and Dinah Shore.

## 1975

Riviera added its 17-story Monte

Carlo tower at a cost of \$20 million. It consisted of 300 rooms, 60 suites, and an elaborate penthouse, giving the resort a total of 1,000 guest rooms.

## 1977

The Riviera's San Remo tower added 200 rooms to the south side of the resort, as well as the elegant Ristorante Italiano, a 100-seat gourmet Italian restaurant.

## 1981

Paul Anka made his Riviera debut. During one of Paul Anka's performances, more than a dozen ringsiders climbed onstage for the finale. Anka decided to create an impromptu chorus line with the zealous fans.



## 1983

Meshulam Riklis made the Forbes 400 with his 60 of Rapid American Corporation worth \$133 million. Riklis was an exchange student (Turkey, through Israel), who became a securities analyst. He took over



Dean Martin, 1970

undervalued companies to finance others; “calls leverage the effective non-use of cash.”

#### June 21, 1985

Riviera took a bold step toward providing a new type of showroom entertainment, unveiling “Splash”, starring Frank Gorshin in the Versailles Theater, an all-new production so unique that it captivated audiences and garnered an unprecedented number of awards for best production show in Las Vegas. The “aquacade of music and dance” took place in and around a 20,000-gallon aquarium while featuring numerous performers and specialty acts.



#### September 18, 1985

Riviera introduced Norbert Aleman’s “An Evening at La Cage,” in the Mardi Gras Showroom, a Parisian-style revue of female impersonators and cabaret dancers. The star of the show was a 20-year-old Frank Marino.



#### May 4, 1986

The Riviera introduced the comedy Club that opened as An Evening At The Improv.

#### September 21, 1987

The Riviera set a precedent on the Las Vegas Strip when the Cray Girls - Fantasia de Paris opened on this night.

#### 1988

The Riviera added the 24-story Monaco Tower costing \$28 million and nearly doubling the resorts size to 2,100 rooms.

#### 1990

The Riviera expanded its casino to 70,000 square feet for a total of nearly 125,000 square feet out to the sidewalk, making it one of the largest casinos in the world offering reel slots and video games, table games, poker, keno, bingo, and a complete race and sports book.

#### 1990

Frank Sinatra performed twice at the resort in 1990, including New Year’s Eve when he played to more than 2,000 people in the Superstar Theatre. Room 2902 of the hotel’s Monte Carlo Tower was redesigned to Sinatra’s specifications so he could enjoy his stay.

#### June 17, 1995

Jeff Kutash’s Splash II opened at the resort including Wally Eastwood, and The Dragon Masters. This version of Splash cost \$5 million (\$1 million in showroom renovations alone). This particular version offered raincoats to peo-

ple in certain select seats. A totally new production, for which the showroom had been revamped to look and feel like an actual submarine (much of it actually salvaged from scuttled subs at a shipyard), there were just a few reminders of the original Splash, such as a huge water tank on stage which held 20,000 gallons of water.

#### 1995

Riviera celebrated the 10th anniversary of An Evening At La Cage.

#### 1996

Crazy Girls came under fire by city officials for their slightly risqué billboards. The case was tried in the media and ended on a note of “Crazy Girls beat City Hall.” But in case the Butts case was a lost cause, then Plan B included the famous life-cast bronze statue in front of the resort.

#### June 1996

It was formally announced that the Riviera was listed on the American Stock Exchange (RIV). Net income was increased by 30, to \$2.47 million. Earnings per share improved from 40 to 49 cents compared to the first three months of 1995.



Frank Sinatra, 1991



**1997**

Portions of the movies *Austin Powers: International Man of Mystery*, *Sexual Roulette*, *Girls' Night Out*, and *Vegas Vacation* were filmed at the resort. The Riviera then starred as the Tangiers Hotel in the movie *Casino*.

**May 10, 1997**

Riviera revealed the largest lifecast bronze statue in the world of Crazy Girls to celebrate the 10th Anniversary of the show. The sculpture is six feet high, 11 feet long, and weighs 1,540 pounds. This sculpture was created by Michael Conine.

**December, 1997**

Nickel Town opens.



Louis Armstrong and Marlene Dietrich

**1998**

Portions of the movie *Fear and Loathing in Las Vegas* were filmed at the Riviera.

**1998**

Crazy Girls bronze statue won the best for public art and the best photo opportunity in the RJ Best and Worst Contest.

**1998**

The Riviera had guest shot on the Chicago Hope TV show. On hand for filming was Mark Harmon, Adam Arkin, Rocky Carroll, and Hector Alizondo.

**May 15 1998**

Frank Sinatra died. Riviera was the site of Sinatra's last permanent engagement in Vegas. The resort decided to honor the Chairman of the Board. The Riviera dedicated the suite Sinatra used when he performed at the resort. The dedication of the suite included an engraved plaque on the door and a 16x20 inch framed photograph of Sinatra inside the two-bedroom penthouse. It is Room 2902 in the Monte Carlo Tower.

**1998**

Riviera was the first Strip resort to have a fast-food restaurant on its premises with the opening of Burger King.

**1999**

Riviera presented a rare opportunity to win special hand-painted \$10 tokens created and issued by Osborn Coinage, minted exclusively for the resort at their Millennium Countdown machines. These machines were located adjacent to the Splash Showroom. Every time a person won a payout of 60 coins or higher with maximum coins played, they got to choose one of the four specially designed collector's items. "No Nevada casino has ever issued a hand-painted token. This series is truly unique and once they



Liberace and Elvis Presley, 1956

are all gone, that's it. They are only available at the Riviera's Millennium Countdown machines." - Art Olita, Osborn Coinage coin expert

**November 1999**

Producer/director and former child star Peter Billingsley (*The Christmas Story*) brought his "The X Show" to the Riviera. The X Show was primarily a "man's point of view" program giving people a chance to sound off about anything.

**1999**

Riviera completed their "Skyboxes". The boxes are 12 rooms located above the Royale Pavilion.





**Billiard Congress of America**  
\$5 Year: 2005 Mintage: 600



**Association of Professional Piercers**  
\$5 Year: 2005 Mintage: 750



**Valley National Eight Ball**  
\$5 Year: 2005 Mintage: 750



**Toy Train Operating Society**  
\$5 Year: August 2005 Mintage: 1,750



**Toy Train Operating Society**  
\$5 Year: August 2005 Mintage: 1,750



**American Poolplayer Association NTC**  
\$5 Year: August 2005 Mintage: 850



**National Dart Association**  
\$5 Year: 2005 Mintage: 500



**Riviera Fabulous at 50**  
\$100 Year: 2005 Mintage: 500



**Riviera Celebrates Its 50th**  
\$5 Year: 2005 Mintage: 750



**Riviera Full Speed head at 50**  
\$5 Year: 2005 Mintage: 500



**American Poolplayer Association NSC**  
\$5 Year: 2005 Mintage: 500



**Christmas**  
\$5 Year: 2004 Mintage: 600



**Single Action Shooting Society**  
\$5 Year: 2004 Mintage: 500



**Halloween**  
\$5 Year: 2004 Mintage: 500



**Exotic Hypnotics!**  
\$5 Year: 2004 Mintage: 500



**American Poolplayer Association NTC**  
\$5 Year: 2004 Mintage: 850



**Medalist Dart**  
\$5 Year: 2004 Mintage: 500



**12th Annual CC&GTCC Convention**  
\$5 Year: 2004 Mintage: 1,000





**Valley National Eight Ball Association**  
\$5 Year: 2004 Mintage: 750



**Billiard Congress of America**  
\$5 Year: 2004 Mintage: 600



**American Poolplayers Association NSC**  
\$5 Year: 2004 Mintage: 500



**A Goomba's Guide to Love**  
\$5 Year: 2004 Mintage: 1,000



**Leap Year 2004**  
\$5 Year: 2004 Mintage: 500



**Wedding 2004**  
\$5 Year: 2004 Mintage: 750



**Frantic Santa Christmas 2003**  
\$5 Year: 2003 Mintage: 500



**Single Action Shooting Society**  
\$5 Year: 2003 Mintage: 500



**Thanksgiving 2003**  
\$5 Year: 2003 Mintage: 500



**Frank Marino**  
\$5 Year: 2003 Mintage: 500



**Halloween 2003**  
\$5 Year: 2003 Mintage: 500



**The Fight is on for 2004**  
\$5 Year: 2003 Mintage: 500



**Where Vegas Meets the Rockies**  
\$5 Year: 2003 Mintage: 500



**American Poolplayer Association NTC**  
\$5 Year: 2003 Mintage: 750



**Medalist Dart**  
\$5 Year: 2003 Mintage: 600



**Valley National Eight Ball Association**  
\$5 Year: 2003 Mintage: 800



**A Goomba's Guide to Life**  
\$5 Year: 2003 Mintage: 1,000



**National Dart Association Team Dart**  
\$5 Year: 2003 Mintage: 350



**American Poolplayers Association NSC**  
\$5 Year: 2003 Mintage: 500



**Easter 2003**  
\$5 Year: 2003 Mintage: 750



**Valley International Foosball Association**  
\$5 Year: 2003 Mintage: 350



**St. Patrick's Day 2003**  
\$5 Year: 2003 Mintage: 500



**Divorce 2003**  
\$5 Year: 2003 Mintage: 1,000



**World Archery Festival and Vegas Shoot**  
\$5 Year: 2003 Mintage: 750



**Wedding 2003**  
\$5 Year: 2003 Mintage: 1,000



**Halloween 2002**  
\$100 Year: 2002 Mintage: 31



**Halloween 2002**  
\$25 Year: 2002 Mintage: 75



**Halloween 2002**  
\$5 Year: 2002 Mintage: 500



**American Poolplayers Association NTC**  
\$5 Year: 2002 Mintage: 500



**Once a Collector/Always a Collector**  
\$25 Year: 2002 Mintage: 100



**Once a Collector/Always a Collector**  
\$5 Year: 2002 Mintage: 500



**10th Annual CC&GTCC Convention**  
\$5 Year: 2002 Mintage: 1,000



**Medalist Dart**  
\$5 Year: 2002 Mintage: 1,300



**Valley National Eight Ball Association**  
\$5 Year: 2002 Mintage: 1,000



**Billiards Congress of America**  
\$25 Year: 2002 Mintage: 100



**Billiards Congress of America**  
\$5 Year: 2002 Mintage: 500



**American Poolplayers Association NSC**  
\$5 Year: 2002 Mintage: 500



**National Dart Association**  
\$5 Year: 2002 Mintage: 500



**Divorce 2002**  
\$5 Year: 2002 Mintage: 1,000



**Valley International Foosball Association**  
\$5 Year: 2002 Mintage: 500



**Christopher Titus**  
\$5 Year: 2002 Mintage: 500



**World Archery Festival and Vegas Shoot**  
\$5 Year: 2002 Mintage: 1,000



**Wedding 2002**  
\$5 Year: 2002 Mintage: 1,000



**New Year's 2001 - 2002**  
\$5 Year: 2001 Mintage: 500



**Frankie Valli**  
\$5 Year: 2001 Mintage: 700



**The Colors of Christmas**  
\$5 Year: 2001 Mintage: 700



**Rodeo Days Cow Chip**  
\$25 Year: 2001 Mintage: 120



**Rodeo Days Cow Chip**  
\$5 Year: 2001 Mintage: 800



**Rodeo Days Cow Chip**  
\$1 Year: 2001 Mintage: 1,200



**Blood, Sweat & Tears**  
\$5 Year: 2001 Mintage: 700



**Tony Orlando**  
\$5 Year: 2001 Mintage: 873



**American Poolplayers Association NTC**  
\$5 Year: 2001 Mintage: 600



**4th of July 2001**  
\$5 Year: 2001 Mintage: 800



**Valley National Eight Ball Association**  
\$5 Year: 2001 Mintage: 800



**Billiards Congress of America**  
\$25 Year: 2001 Mintage: 225



**Billiards Congress of America**  
\$5 Year: 2001 Mintage: 1,025



**Run for the Roses**  
\$5 Year: 2001 Mintage: 800



**National Dart Association**  
\$5 Year: 2001 Mintage: 850



**Village People**  
\$5 Year: 2001 Mintage: 777



**Riviera's 46th Anniversary**  
\$100 Year: 2001 Mintage: 46



**Riviera's 46th Anniversary**  
\$5 Year: 2001 Mintage: 746



**April Fool's**  
\$2.50 Year: 2001 Mintage: 929



**St. Patrick's Day 2001**  
\$25 Year: 2001 Mintage: 117



**St. Patrick's Day 2001**  
\$5 Year: 2001 Mintage: 777



**Race Weekend 2001**  
\$25 Year: 2001 Mintage: 140



**Race Weekend 2001**  
\$5 Year: 2001 Mintage: 800



**Super Party Weekend**  
\$5 Year: 2001 Mintage: 600



**Chinese New Year 2001**  
\$25 Year: 2001 Mintage: 78



**Chinese New Year 2001**  
\$5 Year: 2001 Mintage: 789



**Mary Wilson**  
\$5 Year: 2001 Mintage: 500



**New Year's 2000 - 2001**  
\$25 Year: 2000 Mintage: 70



**New Year's 2000 - 2001**  
\$5 Year: 2000 Mintage: 700



**Tex-Mas Dance**  
\$5 Year: 2000 Mintage: 600



**Nevada Day 2000 1 of 5**  
\$5 Year: 2000 Mintage: 500



**Nevada Day 2000 2 of 5**  
\$5 Year: 2000 Mintage: 500



**Nevada Day 2000 3 of 5**  
\$5 Year: 2000 Mintage: 500



**Nevada Day 2000 4 of 5**  
\$5 Year: 2000 Mintage: 500



**Nevada Day 2000 5 of 5**  
\$5 Year: 2000 Mintage: 500



**North American Open Darts Tournament**  
\$5 Year: 2000 Mintage: 750



**Halloween 2000**  
\$5 Year: 2000 Mintage: 500



**Bingo Fever**  
\$5 Year: 2000 Mintage: 720



**American Poolplayers Association**  
\$5 Year: 2000 Mintage: 750



**4th of July 2000**  
\$5 Year: 2000 Mintage: 704



**Valley National Eight Ball Association**  
\$5 Year: 2000 Mintage: 750



**Billiards Congress of America**  
\$5 Year: 2000 Mintage: 750



**April Fool's 2000**  
\$5 Year: 2000 Mintage: 779



**Bobby Vinton**  
\$5 Year: 2000 Mintage: 500



**Valentine's Day 2000**  
\$5 Year: 2000 Mintage: 500



**Chinese New Year, Year of the Dragon**  
\$5 Year: 2000 Mintage: 789



**Playoffs 2000 1 of 4**  
\$5 Year: 2000 Mintage: 500



Frankie Avalon

2000 Year's Eve  
Dec. 31 1999

\$25

PLAZA  
Las Vegas  
7th Floor



CASINO CHIP AND TOKEN NEWS | Summer 2005



**Splash**  
\$5 Year: 1999 Mintage: 5,000



**La Cage**  
\$5 Year: 1999 Mintage: 5,000



**The Comedy Club**  
\$5 Year: 1999 Mintage: 5,000



**Nikki Tyler**  
\$5 Year: 1999 Mintage: 1,500\*

\* Pulled from the casino cage. Approximately 200 in circulation



**Heather Hunter**  
\$5 Year: 1999 Mintage: 1,500\*

\* Pulled from the casino cage. Approximately 200 in circulation



**Jenna Jameson**  
\$5 Year: 1999 Mintage: 1,500\*

\* Pulled from the casino cage. Approximately 200 in circulation



**Crazy Girls**  
\$5 Year: 1999 Mintage: 5,000



**Halloween 1999**  
\$5 Year: 1999 Mintage: 500



**Football Kickoff**  
\$5 Year: 1999 Mintage: 1,000



**Jimmie "JJ" Walker**  
\$5 Year: 1999 Mintage: 1,000



**Jackie Martling**  
\$5 Year: 1999 Mintage: 1,000



**10th Annual North American Open Dart**  
\$5 Year: 1999 Mintage: 1,000



**Rich Little**  
\$5 Year: 1999 Mintage: 1,000



**DL Hughley**  
\$5 Year: 1999 Mintage: 1,000



**4th of July 1999**  
\$5 Year: 1999 Mintage: 1,000



**Bobby Vee**  
\$5 Year: 1999 Mintage: 1,000



**Beach Bash Blackjack**  
\$25 Year: 1999 Mintage: 5,000



**Tommy Davidson**  
\$5 Year: 1999 Mintage: 1,000



**Run for the Roses**  
\$5 Year: 1999 Mintage: 1,000



**David Brenner**  
\$5 Year: 1999 Mintage: 1,000



**Bobby Vinton**  
\$5 Year: 1999 Mintage: 1,000



**St. Patrick's Day 1999**  
\$5 Year: 1999 Mintage: 1,000



**Riviera Racing Team**  
\$5 Year: 2003 Mintage: 1,000



**Louie Anderson**  
\$5 Year: 1999 Mintage: 1,000



**Game of the Century 1 of 4**  
\$5 Year: 1999 Mintage: 500



**Game of the Century 2 of 4**  
\$5 Year: 1999 Mintage: 500



**Game of the Century 3 of 4**  
\$5 Year: 1999 Mintage: 500



**Game of the Century 4 of 4**  
\$5 Year: 1999 Mintage: 500



**New Year's 1998 - 1999**  
\$5 Year: 1998 Mintage: 500



**National Finals Rodeo 40th Anniversary**  
\$5 Year: 1998 Mintage: 1,000

## Samples of Silver Strikes



## Samples of Hologram Tokens



**The Oscars**



**Christmas**



**From the Zodiac series**

These boxes are available for special concerts and various other convention bookings. The boxes come with a private bartender, servers, and network feeds on two televisions. Ranging from 600 square feet to 1,024 square feet, skyboxes can be combined to accommodate larger gatherings. These Skyboxes have been rented for seminars, sales meeting and birthday parties.

#### January 28, 2000

A Las Vegas magazine announced the results of a poll of tourists for the Best Showgirls in Las Vegas and Crazy Girls won. Crazy Girls was presented with a Tourist Top Choice Winner Certificate, edging out Bally's Jubilee, and Stardust's Enter the Night.



#### February 4, 2000

Riviera Black Hawk opens in Colorado to bustling business.

#### March 2000

Portions of the Movie *3000 Miles to Graceland* were filmed at the Riviera. This movie starred Kevin Costner, Kurt Russell, Christian Slater, David Arquette and his wife Courtney Cox Arquette. When word got out who was at the resort fans waited hours for the arrivals of the stars. For those that stayed up at 3 and 6:00am, they could have played black jack with Kevin Costner or roulette with David Arquette between takes, both in their Elvis attire. In a closing ceremony on the final morning, Lichtenstein presented a "purple heart" engraved with "for beyond the call of duty, from 3MFG" to David Arquette, and three crew members for having sustained shrapnel wounds



during a scene filmed two nights prior. The company has now moved to Vancouver to complete the picture.

#### April 11, 2000

Prince Albert and his entourage went to the Riviera to see Crazy Girls. Prince Albert was so taken with them he treated them to a night of dancing on the town where the girls enjoyed an evening of riding in a limousine and champagne into the wee hours.

#### May of 2000

Frank Marino, star of La Cage signed a 10 year, \$10 million contract to continue his run in La Cage, which will allow him to keep his title as "Queen of Las Vegas" for at least another decade. Marino claims even as a small child growing up in New York, he had always known he'd become a star. What he didn't realize is he'd have to be dressed up as comedienne Joan Rivers, draped in Bob Mackie gowns to do so.

#### June 17, 2000

Lon Bronson All-Star R&B Rock & Soul Revue celebrated its 10th Anniversary at the Riviera with a special party beginning at midnight in the resorts Le Bistro Lounge. The celebration included free T-shirts for everyone in the audience, and a birthday cake.

#### Week of June 12, 2000

Riviera announced that the Bela Tabak's Riders of the Thunderdome would attempt the incredible five motorcycles racing at 40-plus miles-per-hour within a 14'13" diameter cage of metal mesh during the 7:30pm performance of Splash. It was accomplished on July 2, 2000, before a packed house.

#### November 9, 2001

The first fully interactive multi-kiosk workgroup on the Strip was unveiled at the Riviera Convention



Jack Benny and George Burns, 1967

Center. TouchNSurf, had been selected as the provider for this 5 kiosk workgroup termed "Internet Comer & More", which provided the hardware and their propriety software which consisted of a user-friendly interface enabling users to check/receive web based or pop email, surf the web, send video email, print web and email content to laser printers, and many other accessible features.

#### January 2002

The Riviera opened its new computer center containing 12 stations, located in the rear Grande Ballroom lobby where, for a fee, people can get their e-mail, access their sites, etc. .

#### February 9, 2002

Actor Joe Pesci stopped by the resort to celebrate his 59th birthday and visited Crazy Girls for the third



Barbara Streisand, 1963

time. Pesci had a full-blown birthday celebration with Crazy Girl Heidi Deering whose birthday was the same date.

### July 1, 2002

Donald Trump purchased a 9.8 percent stake in the Riviera's parent company in a deal he says was solely done for "investment purposes" and he purchased the stocks with personal resources. The New



York-New Jersey real estate developer and casino boss bought 350,000 shares of Riviera Holdings

stock \$6.50 per share, or \$2.275 million, according to the Securities and Exchange Commission.

### October 15, 2002

The latest incarnation of Splash was unveiled including all-new, high energy dance numbers - a series of scenes from Kander and Ebb's Cabaret, and a sexy salsa dance routine to the theme of Dirty Dancing. Lead male singer Smokey, Jr., "Since I've had the time of my life with Chad Davis and Laura Rodriguez setting the stage with an adagio of the more serene moments of the 1987 film. As a Latin beat kicks in, the stage comes alive with spirited, sultry



50th Anniversary Tokens



Hand Painted Tokens

dance bringing the Swayze/Grey moves to life."

### 2003

In memory of comedy legend Bob Hope, Riviera was the first resort on the Strip to change their reader board to say: BOB HOPE; THANKS FOR THE MEMORIES; 1903-2003 WE'LL MISS YOU!

### January, 2005

Nickel Town becomes Penny Town

### February, 2005

Walk of Stars ceremonies honoring Liberace and Frank Marino.

### April 20, 2005

Riviera celebrates its 50th Anniversary.

The Hotel/Casino offers more than 100,000 square feet of casino space, with players enjoying a wide variety of gaming. Included are all forms of reel slots and video games, table games, a VIP slot area, keno and a complete sports book. For recreation there is a 5-lap swimming pool with pool deck lounge and courtyard,



two lighted tennis courts, men's and Women's health spas and exercise rooms. A video Arcade, featuring high-tech video games, pinball machines, skee ball, an electronic shooting gallery, a 3-D hologram game and much, much more.

Restaurants include Ristorante Italiano, Kristofer's Steakhouse, Kady's Coffee Shop, JAX - French cuisine, World's Fare Buffet, Mardi Gras Food Court and Hound Doggies.

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Common Back