

Vegas wants in on Super Bowl; where's Tahoe?

By Richard N. Velotta, Las Vegas Sun

Executives with the Las Vegas Convention and Visitors Authority and its contracted advertising agency, R&R Partners, will meet early this month to determine if the city's popular "What happens here, stays here" television ads can be aired during the Super Bowl.

Other tourism companies say they're working to capitalize on the National Football League's modified ad policy that would lift a ban that prevented cities with legalized gambling to run TV spots during the NFL's postseason.

This year's Super Bowl on Feb. 7 will be played in Miami, and the NFL's postseason begins Jan. 9.

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