

'Don't Fence Me In' working for Nevada

By Richard N. Velotta, Las Vegas Sun

Nevada's "A world within, a state apart" slogan may have bombed publicly, but some tourism commissioners think the Killers killed it with the Las Vegas band's rendition of "Don't Fence Me In" in a television ad, and now the state may look to expand use of the song.

A marketing committee meeting of the Tourism Commission today recommended broadening the use of the 1934 Cole Porter-Robert Fletcher western song that is performed by the Killers in an up-tempo rock style.

"'Don't Fence Me In,' to me, is a lot more powerful than 'A world within, a state apart,'" said Commissioner Christopher Baum, the president and CEO of the Reno-Sparks Convention and Visitors Authority. "We need to make it more prominent."

The Tourism Commission unveiled the six-word state slogan in April.

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