

# Nevada tourism gurus revamping ad campaign

By Richard N. Velotta, Las Vegas Review-Journal

What's the best way to lure prospective adventure-seekers to Nevada?

Is it an image of a park ranger and the mantra "when other states restrict, we allow"?

Or is it a campaign featuring a man with a beard, images of all-terrain vehicles and a message of "we go about things our own way"?

Those were the choices that were presented Wednesday to the marketing committee of the Nevada Commission on Tourism, which got its first glimpse of spring and summer ad concepts.

**Read the whole story**