

L A S V E G A S STRIPWALKER

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LAS VEGAS MAN PLANS TO WALK THE LAS VEGAS STRIP AND SELL HIS BODY IN 2010

Las Vegas, NV, Sept. 2, 2009 — Well, only part of his body. The upper part. The part that wears t-shirts. YOUR t-shirts.

After seeing the success of IwearYourShirt.com, Dan Strong, a web-developer and native Las Vegan, decided to jump on the human advertising bandwagon and take the idea to the next level. “It seems like a fun way to get out from behind the computer and get some exercise,” Strong says.

On average, 17,700 people are walking on the Strip at any given hour on any given day. During peak times there are as many as 40,000. (Source: Las Vegas Sun)

During 2010, once a day – rain or shine – Dan will walk from Mandalay Bay to the Fashion Show Mall and back – up one side of the Strip and down the other, wearing t-shirts that people will send to him and pay him to wear. Some days he’ll go the opposite direction. Sometimes he’ll go through the casinos and sometimes he’ll stay on the street but he’ll always go where the crowds are. He will record a short promo video for each advertiser and he will document his walks every day through video, pictures, blog and various social media outlets (twitter, facebook, etc.) and track his route in real time via GPS.

Each day costs \$1 more than the day before. January 1 is \$1 and December 31 is \$365. A portion of the proceeds will be donated to local charities.

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For more information about Las Vegas Stripwalker or to schedule an interview with Dan Strong, please email dan@stripwalker.com.