



Crush Creative Executes A Slam Dunk For The 2007 NBA All-Star Game And The Las Vegas Monorail

Train wrapped with NBA All-Star graphic for an entire year for the Las Vegas Convention Center & Travel Authority.

For Immediate Release

BURBANK, Calif./EWorldWire/Sep. 6, 2006 --- Los Angeles-based Crush Creative executes the total graphic wrap of a Las Vegas Monorail train for the 2007 NBA All-Star Game.

Using about 6,300 square feet of 3M IJ180C vinyl with a 3M VS12709 over laminate, Crush Creative wrapped the entire outside of the monorail train and also made the inside of the two middle cars look like a basketball half court. The train will be wrapped with the NBA All-Star graphic for an entire year as part of an advertising campaign by the Las Vegas Convention Center & Travel Authority to solicit more visitors to Las Vegas.

The biggest challenge during the installation of this dry, horizontal wrap which took five days was precisely lining up every inch of each piece of 35 foot vinyl.

The Las Vegas Monorail is a \$650 million transportation system that runs along the Las Vegas resort corridor, traveling at a top speed of 50 mph. Up to nine trains consisting of four cars each run on a single rail that rises 20 feet high in most areas, its highest point reaching 70 feet above the Las Vegas Convention Center. It connects nine major resorts, linking more than 25,000 hotel rooms and about 4.4 million square feet of meeting and convention space. The system is electric and has helped expand transit along the Strip without impacting air quality. Each year, it will take more than 4.4 million automobile trips off the major roadways and reduce carbon monoxide by 135 tons per year.

Crush Creative has been a major supporter of the creative community for over 40 years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies - Color Edge Art, Color Edge Visual, Comp24 and Crush Creative.

*Other names and brands may be claimed as the property of others.

HTML: <http://www.eworldwire.com/pressreleases/15461>

MOBILE: <http://e4mobile.com/pressreleases/15461>

PDF: <http://www.eworldwire.com/pdf/15461.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/1668.htm>

LOGO: <http://www.eworldwire.com/newsroom/1668.htm>

CONTACT:

Barry Polan

Crush Creative

1919 Empire Avenue

Burbank, CA 91504

PHONE. 818-842-1121, ext.3015

FAX. 818-562-1063

EMAIL: barry.polan@crushcreative.com

<http://www.crushcreative.com>

KEYWORDS: Crush Creative, Merisel, Printing, Vutek, Advertising, Communications, Lambda, Icut, Graphics, Display

SOURCE: Crush Creative