



## FACT SHEET

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### OVERVIEW:

- **Kind Heaven** is a groundbreaking new destination entertainment venture combining leading edge technology and Hollywood style storytelling to take visitors on a sensual exotic journey that offers the best of Southeast Asian culture, music, food, danger, fashion, exoticism, exploration, mystery and spiritual enlightenment.

### FACTS:

- Located at the LINQ Promenade, in the heart of the busiest section of the Las Vegas strip, Kind Heaven will transform the streetscape with an interactive façade designed to engage the more than 26 million people who walk by the location every year.
- More than 100,000 square feet, Kind Heaven will offer entrances from The LINQ Hotel & Casino and The LINQ Promenade.
- Catering to families and tour groups by day and Las Vegas entertainment seekers at night, Kind Heaven will provide a wide variety of experiences, from live music to the best in authentic Asian cuisine, transporting guests to a new and captivating world. Every area will feature different food, drink, and entertainment experiences and everything will be available for purchase.
- Kind Heaven will leverage state-of-the-art RF technology and innovative wearable technology for communal experiences in a southeast Asian themed environment, which not only creates a personalized experience for each visitor, but also a cash free environment enabling the convenient purchase of food, beverage and retail.

- Music programming and interactive artistry will be curated by rock star and Lollapalooza founder Perry Farrell.
- Kind Heaven will be a portal for first-to-market Asian brands that are not currently available in the U.S.
- Scheduled to open to the public in 2019.
- **Kind Heaven** brings together Perry Farrell, whose Lollapalooza Festival has revolutionized the music festival, Immersive Artistry, whose award-winning co-founders Cary Granat and Ed Jones have been responsible for major Hollywood fantasy film franchises, and Caesars Entertainment, the world's most diversified casino-entertainment provider.

**ONLINE PRESS KIT:**

[www.kindheaven.com](http://www.kindheaven.com)

**SOCIAL MEDIA HANDLES:**

Facebook, Twitter  
@kindheaven. @kindheavenvegas

Instagram  
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**WEBSITE:**

[www.kindheaven.com](http://www.kindheaven.com)

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