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**27 – A MUSICAL ADVENTURE
OPENS AT VIRGIN HOTELS LAS VEGAS WEDNESDAY, MAY 19**

LAS VEGAS, May 13, 2021 – They changed the music, then they changed the world. **27 – A Musical Adventure** honors the music icons gone too soon at the age of 27: Kurt Cobain, Jimi Hendrix, Janis Joplin, Robert Johnson, Jim Morrison, and Amy Winehouse. Set to debut at its new home inside 24 Oxford beginning May 19, 2021, tickets are on sale now for the all-new residency at **Virgin Hotels Las Vegas**, part of Curio Collection by Hilton.

Throughout the show, the audience is taken on a retrospective journey of sight and sound, showcasing each artist's respective contributions to our musical landscape. The show culminates with the artists all performing together on one stage in a rock concert like no other.

"27 has been in the works for more than 15 years. The show received a tremendous response across multiple generations when it debuted at the Troubadour, and we are excited about the residency at the new Virgin Hotels Las Vegas. Virgin is synonymous with music, so we think it's a great fit," said Ramy El-Batrabi of Hen Entertainment and co-writer/co-producer of 27 – A Musical Adventure.

"We are excited to be able to announce that live entertainment is back," said Gary Scott, COO of JC Hospitality, owner of Virgin Hotels Las Vegas. "27 – A Musical Adventure inside 24 Oxford will highlight the talents of performers who bring the legendary artists to life and we're proud for this rock retrospective show to kickoff off our entertainment lineup."

Tickets for **27 – A Musical Adventure** are on sale now with ticket prices starting at \$65 plus tax and fees. Performances will be Wednesday through Sunday at 8:30 p.m. starting May 19, 2021. The show is open to ages 6 and up. Tickets can be purchased at <https://www.etix.com/ticket/e/1019515/27-las-vegas-24-oxford-residency> or <https://ticketbat.com>.

About 27 – A Musical Adventure

27 – A Musical Adventure first debuted at L.A.'s legendary Troubadour on March 10, 2020 to a standing room only crowd of more than 400 that danced and cheered for more than two hours as top tribute artists and studio musicians brought the legends of rock back to life. Narrated by actor and television personality John O'Hurley, 27 – A Musical Adventure is co-produced and co-written by Ramy El-Batrawi and James D'Alessandro, and Musical Director Erik Himel. Vocal coach to the stars Roger Love rounds out the team as Vocal Director. For more information, visit <https://27show.com> or follow on Facebook and Instagram @27showvegas.

About Virgin Hotels Las Vegas

Virgin Hotels Las Vegas is a reimagined and re-conceptualized casino resort. The property is part of Curio Collection by Hilton. The integrated resort intermixes a passion for food and beverage with music and culture and features three hotel towers totaling over 1,500 Chambers and suites; the 60,000 sq. ft. Mohegan Sun Casino, operated by Mohegan Gaming & Entertainment; a five-acre desert pool oasis including a multi-functional event lawn; live music and entertainment theater with 4,500 capacity; 24 Oxford showroom accommodating 650 guests; an exclusive portfolio of twelve food and beverage venues including Todd English's Olives, Kris Yenbamroong's Night + Market, the legendary Nobu, Michael and David Morton's One Steakhouse, Kassi Beach House from restaurateur Nick Mathers, Casa Calavera by global hospitality company Hakkasan Group, the sports entertainment, daytime and nightlife venue Money, Baby! from Justin Massei and Mikis Troyan of Clive Collective, famous Afters Ice Cream, Pizza Forte by the Ferraro Family and signature Virgin Hotels restaurants and bars including The Kitchen at Commons Club, The Bar at Commons Club, The Shag Room and Funny Library Coffee Shop. The property is owned by JC Hospitality, LLC, in partnership with Juniper Capital Partners, Virgin Group, LiUNA, Fengate Asset Management, Dream and Orlando Development. The off-Strip playground is located at 4455 Paradise Road. For more information, visit www.virginhotelslv.com.

About Virgin Hotels

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value, and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for 50 years. Each property intermixes a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Virgin Hotels Chicago - named the "#1 Hotel in the United States" in 2016 and "#1 Hotel in Chicago" in 2016, 2017, and 2020 by the Conde Nast Traveler's Readers' Choice Awards - Virgin Hotels Dallas - named the "#16 Hotel in Texas" - Virgin Hotels Nashville and Virgin Hotels Las Vegas are now open. Locations in New York, New Orleans, Miami, Edinburgh, and Glasgow to follow. Virgin Hotels continues to explore hotel and office conversions and ground-up development in Boston, Los Angeles, Austin, Seattle, and London.

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of nearly 100 one-of-a-kind hotels and resorts. Curio Collection properties offer travelers authentic, curated experiences through distinctly local offerings and elevated amenities, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Read the latest brand and hotel stories at newsroom.hilton.com/curio, and connect with Curio Collection on [Facebook](#), [Instagram](#), and [Twitter](#).

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