

FOR IMMEDIATE RELEASE

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Virgin Hotels Las Vegas Welcomes National Finals Rodeo with Round-up of Activations

LAS VEGAS – This December, **Virgin Hotels Las Vegas**, Curio Collection by Hilton, will celebrate the 2026 Wrangler National Finals Rodeo (NFR) with an array of activations across the property, from special casino events to top-line entertainment. Just minutes from the excitement at the Thomas & Mack Center, Virgin Hotels Las Vegas will become the ultimate rodeo retreat, featuring live performances from country music’s biggest stars, lively viewing parties, exclusive room packages and more to be announced.

Fringe and Fortune

Taking place on Saturday, Dec. 5 and Saturday, Dec. 12 from 3:00 – 5:00 p.m. inside the luxurious lounge The Shag Room, Fringe and Fortune is a rendezvous for those that know fortune looks best in fringe. This exclusive event unites western charm with Vegas edge, with a showcase from the fashion sensation [Westerly](#), a live chain-stitch booth for fans to customize their gear and live paintings from renowned cowboy artist Laura Goodson.

Celebrity Blackjack Tournament

On Friday, Dec. 4, several special guests will meet on the casino floor for the ‘**All in For Champions Celebrity Blackjack Tournament**’, presented by Seven X Jewelry and benefitting the nonprofit organization Golden Circle of Champions, a rodeo pillar in support of pediatric cancer research. Beginning at 11:00 a.m., 10 players will compete not only for a charitable cause but also for a custom championship buckle from Seven X Jewelry.

Lucia Food and Beverage Specials

This NFR, Lucia Mexican Grill is saddling up with a lineup of bold, rodeo-inspired food and beverage specials. Guests can dig into the Wagyu Beef Taco Trio, featuring roasted jalapeño cucumber cream, serrano peppers, tomato and arugula chimichurri, or raise a glass with the Cowboy Cadillac Margarita, crafted with Patrón Reposado Tequila, Grand Marnier, Cointreau and fresh lime.

ONE Steakhouse Food and Beverage Specials

This NFR, ONE Steakhouse will offer a rodeo-inspired cocktail menu including **The Harvest** with Bulleit bourbon, spiced apple syrup, cinnamon syrup, Australian bitters and dried apple; **Fit for Royalty** with Crown Royal whisky, honey-jalapeño syrup, lemon juice and a float of Fever-Tree ginger beer, garnished with rosemary and dried lemon; and **Old Fashioned Amigos** with

Casamigos Reposado, agave nectar syrup and Angostura bitters, garnished with a dried blood orange. Each cocktail will be priced at \$18. Guests can also enjoy a \$79 32oz Bone-In Australian Wagyu Short Rib, pepper crusted with sides of roasted butternut squash and brussels sprouts.

Nightly Entertainment

Both country music icons and up-and-coming stars will take over the resort's intimate **24 Oxford**, state-of-the-art venue **The Theater** and sultry lounge **The Shag Room** across the 10-day rodeo championship, alongside an array of additional NFR-themed activations and parties.

The Shag Room

Rodeo Reds

This NFR, The Shag Room will be home to Rodeo Reds, the official pre-rodeo destination for fans and rodeo stars alike. Fans can enjoy the lively western parties on Dec. 3 – 5 and Dec. 10 – 12. Fans can mix and mingle with rodeo icons to live country music, bringing the liveliness from the stadium to the dance floor ahead of the main events daily. Rodeo Reds is known not just as a party, but as part of the core of rodeo culture.

Nightly Rodeo Watch Parties

Fans will be able to enjoy complimentary nightly rodeo watch parties inside 24 Oxford presented by Kerry Kelley Bits & Spurs. Taking place from 5:30 – 9:00 p.m., the watch parties will bring fans together for an energetic, communal viewing experience, complete with themed activations, giveaways and opportunities to win throughout the evening.

24 Oxford

- **Whitey Morgan and the 78s**
 - Dec. 4 | Doors at 9:00 p.m.
 - Tickets can be found [here](#)
- **Jenna Paulette's, 2nd Annual NFR Late Night Roundup**
 - Dec. 5 | Doors at 9:00 p.m.
 - Free event immediately following the NFR viewing party
 - RSVP Link [here](#)

The Theater at Virgin Hotels Las Vegas

- **Marcus King Band with Kelsey Waldon**
 - Dec. 3 | Doors at 7:30 p.m.
 - Tickets can be found [here](#)
- **Casey Donahew & Josh Abbott Band**
 - Dec. 9 | Doors at 7:30 p.m.
 - Tickets can be found [here](#)
- **Gavin Adcock with Mack Geiger**
 - Dec. 10 | Doors at 7:30 p.m.
 - Tickets can be found [here](#)
- **Sam Barber with Josiah and The Bonneville & Wild Horses**
 - Dec. 12 | Doors at 7:30 p.m.
 - Tickets can be found [here](#)

Hotel Promotion

Virgin Hotels Las Vegas is offering an exclusive NFR promotion featuring 25% off room rates and a \$50 food and beverage credit at select restaurants. Valid for two-night minimum stays between Dec. 3 – Dec. 12. To book, please visit the website [here](#). Virgin Hotels Las Vegas proudly offers complimentary valet and self-parking.

Follow Virgin Hotels Las Vegas on [Facebook](#), [X](#), and [Instagram](#) for the latest updates.

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About Virgin Hotels Las Vegas

Virgin Hotels Las Vegas is an integrated resort that delivers a vibrant and lively environment for travelers and locals alike. The off-Strip resort features 1,500 Chambers and suites across three towers, a 60,000-square-foot casino and sportsbook, and a five-acre desert pool oasis. The property boasts several dynamic spaces for live music and entertainment, including the 4,600-capacity theater operated by AEG Presents, the intimate 24 Oxford showroom, The Shag Room, a unique and sexy cocktail lounge, and the multi-functional Event Lawn. Touting an exceptional portfolio of 12 food and beverage venues, Virgin Hotels Las Vegas is home to famed restaurants like the legendary Nobu, Michael and David Morton's ONE Steakhouse, Kassi Beach House and Beach Club experience, Pizza Forte, Lucia Mexican Grill, and more. Guests looking to make the most of their visit can join Cherry Rewards, the property's expansive rewards program, where members can earn and redeem points on almost every dollar spent throughout the resort – from gaming to the resort pool, dining, and retail. Virgin Hotels Las Vegas is part of the Curio Collection by Hilton and has been consecutively awarded the AAA Four Diamond Award since its first year of operation. For more information, visit www.virginhotelslv.com.

About Virgin Hotels

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalized hotel experience inspired by the innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 50 years. Each property intermixes a passion for food and beverage with music, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. The current portfolio includes eight hotels – Virgin Hotels London-Shoreditch, Virgin Hotels Chicago, Virgin Hotels Dallas, Virgin Hotels Nashville, Virgin Hotels New Orleans, Virgin Hotels Las Vegas, Virgin Hotels Edinburgh, and Virgin Hotels New York City, followed by Miami and Denver in 2027 as well as the launch of Virgin Residences. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle and more.

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of more than 170 individually remarkable hotels hand-picked to immerse guests in one-of-a-kind moments in the world's most sought-after destinations. Each hotel in the Curio Collection evokes a bespoke story through distinctive architecture and design, world-class food & beverage and curated experiences, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Experience Curio Collection by Hilton by booking at curiocollection.com or through the industry-leading [Hilton Honors app](#). Hilton Honors members who book directly through preferred Hilton channels have

access to instant benefits. Learn more about Curio Collection by Hilton at stories.hilton.com/curio, and follow the brand on [Facebook](#), [Instagram](#) and [X](#).

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