



FRIENDS of NEVADA WILDERNESS

**FOR IMMEDIATE RELEASE**

## **LUSH Cosmetics Hosts “Protect Gold Butte” Event**

Contact Jesy Simons at (702) 515-5417 or [jesy@nevadawilderness.org](mailto:jesy@nevadawilderness.org).

Photo, Video, Interview Opportunity

**Las Vegas, NV (April 18, 2016)** — LUSH Cosmetics, an international cosmetics retailer, will be hosting a “Protect Gold Butte” event on April 30<sup>th</sup> at their Downtown Summerlin store. LUSH Cosmetics is partnering with local non-profit organizations, Friends of Nevada Wilderness and Friends of Gold Butte, who will be at the event informing attendees about Gold Butte, answering questions, sharing photos, and providing immediate ways for the public to take action to gain permanent protection for Gold Butte. This is a free event open to the general public.

LUSH Cosmetics has been supporting protection of Gold Butte since 2012. LUSH Cosmetics staff and customers have travelled to Gold Butte to enjoy the beauty and history of the area and participate in habitat restoration projects by planting native plants. LUSH Cosmetics is one of several local and national businesses that want to see Gold Butte protected as a National Monument. “It’s important to preserve Gold Butte because it means we continue to make Nevada a better place to live and give young people access to this beautiful landmark.” says local LUSH employee and student Josie Hendry. The LUSH Cosmetic’s “Protect Gold Butte” event is part of a continued effort from the company to help raise awareness of the irreplaceable historical and biological resources in Gold Butte and to empower locals to make their voices heard.

LUSH Cosmetics is welcoming Las Vegans to stop by, enjoy a hand treatment, and learn more about how they can help protect Nevada’s piece of the Grand Canyon, Gold Butte.

### **Event Details**

**When:** Saturday April 30<sup>th</sup>, 12 pm- 5 pm

**Where:** LUSH Cosmetics Retail Store in Downtown Summerlin.

2120 Festival Plaza Dr, Ste 130,

Las Vegas, NV, 89135

**Cost:** FREE

**For more information:** Jesy Simons, [jesy@nevadawilderness.org](mailto:jesy@nevadawilderness.org) or (702) 515-5417

Founded in 1984, Friends of Nevada Wilderness has helped protect over 3 million acres of Nevada’s wild lands by leading efforts in the expansion or designation of all 70 wilderness areas in the state, including Mt. Charleston Wilderness. Over the past thirty-two years, Friends of Nevada Wilderness has also grown a nationally recognized and award winning Wilderness Stewardship Volunteer Program, generating over \$1 million of in-kind services to benefit Nevada’s public lands.

For more information about Gold Butte visit [www.nevadawilderness.org/gold\\_butte](http://www.nevadawilderness.org/gold_butte) or [www.friendsofgoldbutte.org](http://www.friendsofgoldbutte.org).

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