



Robert Summerfield
Director of Planning
City of Las Vegas
495 S. Main Street
Las Vegas, Nevada 89101

RE: Naming a City Street for Robin Leach

Dear Mr. Summerfield:

Robin Leach will forever be an icon in the entertainment world, and he quickly became a part of the fabric of the City of Las Vegas when he moved here. Known for his hit show, "Lifestyles of the Rich and Famous," Leach was famous for his sensational announcing style and his catch phrase, "champagne wishes and caviar dreams."

Las Vegas is the Entertainment Capital of the World, and Robin quickly adapted to the glitz and glamour of our City becoming a columnist for the Las Vegas Review Journal. Along with his work for the newspaper, Leach became an integral part of our City's philanthropic community. He gave back to Las Vegas via his extensive work with the Cleveland Clinic Lou Ruvo Center for Brain Health and the Keep Memory Alive Foundation, Opportunity Village, the Boys & Girls Club of Southern Nevada, the Nevada Ballet Theatre, and many more charities.

Southern Glazer's Wine & Spirits Event Marketing General Manager Michael Severino, a longtime friend of Leach's, spoke about the star's commitment to Keep Memory Alive. "Robin's heart was as big as his voice," Severino said. "He was a tremendous supporter of Keep Memory Alive through his writing and his financial contributions. Whatever was needed, he was there for us and the organization. He really believed in the Frank Gehry-designed building. We were very blessed to have had a man of his quality and knowledge lead us through events in public relations, journalism, the shows and entertainment."

Robin emceed and coordinated many aspects of the "Power of Love" fundraising galas for Keep Memory Alive. Robin will be remembered for his generous, fun-loving spirit. Regarding his charity work, Robin said, "Philanthropy, as with anything you do well in life, has to be done with passion."

Robin had that passion and through it helped many in our community. It only makes sense that we would name the avenue just north of his beloved Cleveland Clinic Lou Ruvo Center for Brain Health, *Robin Leach Lane*.

Sincerely,

A handwritten signature in black ink, appearing to read "Carolyn G. Goodman".

Carolyn G. Goodman
Mayor, City of Las Vegas

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SNC-74759

CAROLYN G. GOODMAN
MAYOR

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