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TREASURE ISLAND COMMEMORATES FIVE YEARS OF THE SIRENS OF TI

Brand New Siren's Cove Blvd Marks Milestone Achievement

LAS VEGAS – On October 21, Treasure Island commemorated the fifth anniversary of its highly successful production, the Sirens of TI, by renaming the street leading into the property as “Siren’s Cove Blvd.” Formerly “Buccaneer Blvd,” the new name celebrates the iconic Las Vegas show that has welcomed more than 10 million viewers in the last five years – a true milestone in a city of constant reinvention.

The Sirens and Pirates were present to reveal the sparkling new sign and TI President and COO Tom Mikulich was on hand to witness the milestone event and lend his congratulations to the hardworking cast.

Celebrating its fifth anniversary on October 25, 2008 and drawing thousands of viewers nightly at Siren’s Cove in front of Treasure Island Hotel & Casino, the Sirens of TI begins with a 17th century clash between a group of beautiful, tempting Sirens and a band of renegade Pirates. With their mesmerizing and powerful song, the Sirens lure the Pirates to their cove, stir up a tempest strong enough to sink a ship, and transform Sirens Cove into a 21st century party featuring daring swordplay, high-diving acrobatics and eye-popping pyrotechnics. The Sirens of TI was created by Emmy-award-winning director Kenny Ortega and features a musical score by award-winning record producer and songwriter Emilio Estefan. The Sirens of TI can be seen at Treasure Island Hotel & Casino nightly at 7 p.m., 8:30 p.m., 10 p.m. and 11:30 p.m.

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