



**FOR IMMEDIATE RELEASE**

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## **The Comstock Comes to Life After 5 p.m. Each Third Thursday of the Month**

***Businesses stay open late for shopping, deals and more***

**VIRGINIA CITY, Nev. (Feb. 16, 2021)** – As the restrictions remain, businesses in Virginia City are looking to entice visitors to come up on the third Thursday of each month as many shops, attractions, restaurants and saloons keep their doors open past the normal closing time. Everyone is a Local at Night takes the successful campaign from 2020 designed to create a feeling of hospitality and encourages folks to come to town, stroll the boardwalk, grab a bite or drink, shop, play bingo at Piper’s Opera House or even, stay the night. The first Everyone Is A Local at Night takes place **Thursday, Feb. 18, 2021 from 5 – 8 p.m.**

“Our town has such a unique charm, but especially in the evenings,” Deny Dotson, Tourism Director for Virginia City Tourism Commission, said. “We wanted to come up with a way to help support our small, locally owned businesses during a particularly difficult year, but also give folks in the region the opportunity to experience what it’s like to be a local here and feel that old-west charm you really only get after dusk. Weekend business is typically good for our town and now we’re hoping that we can encourage people to come up on a weeknight. Our goal is to build on this and become the ‘place to be’ the third Thursday of each month.”

Currently more than 20 businesses are committed to staying open until 8 p.m. or later, some offering special discounts, live music or VIP tours not available during normal hours. The event coincides with Piper’s Opera House’s monthly bingo starting at 7 p.m. Or make a reservation for the Virginia City Escape Room for a great after-hours activity for couples and friends. More businesses and attractions will be added monthly.

For details visit online at [www.visitvirginiacitynv.com/everyone-is-a-local/](http://www.visitvirginiacitynv.com/everyone-is-a-local/).

**All visitors and residents are required to adhere to current State of Nevada guidelines to mitigate the spread of coronavirus. This includes wearing masks, practicing physical distancing and washing hands. Virginia City and its businesses have put in place extra precautions and measures to adhere to all current guidelines, however, these activities are subject to change based on the current environment.**

Learn more about Virginia City online at [VisitVirginiaCityNV.com](http://VisitVirginiaCityNV.com).

*A short 30-minute drive from the Reno-Tahoe International Airport takes visitors to one of the largest historic districts in the United States - **Virginia City, Nevada**. Come experience this mining “boomtown” as it was in the 1800’s. Step back in time while visiting the numerous historic buildings, saloons, churches and museums or take a mine tour or even ride a real steam train. The Comstock Adventure Passes offer the best value with discounted attraction packages. For lodging, event calendar or Comstock Adventure Passes, [visit online](#) or call 775-847-7500. The Visitor Information Center is located at 86 South C Street, Virginia City.*

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