

Fremont Street Experience Launches Always On™ Campaign Showcasing the Nonstop Energy of Downtown Las Vegas



Las Vegas, Nevada Feb 14, 2026 ([Issuewire.com](https://www.issuewire.com)) - Fremont Street Experience, the iconic five-block entertainment district in downtown Las Vegas, launched its new **Always On™** campaign, a creative platform celebrating the district's unmatched 24/7 energy, immersive entertainment, and continuous excitement under The Canopy™.

Designed to highlight Fremont Street Experience as the city's most dynamic open-air entertainment destination, the Always On campaign captures the constant motion, music, and memorable moments that define a visit to downtown Las Vegas. The campaign has been rolled out via digital channels, social media, broadcast, out-of-home placements, and on The Canopy.

"Fremont Street Experience has always been the heartbeat of downtown Las Vegas," said Dana Reynolds, vice president of marketing of Fremont Street Experience. "With Always On™, we're showcasing exactly what makes this destination truly unique — a place where the lights never dim, the music never stops and the energy is electric every hour of the day."

The campaign features Vegas' most iconic Slotzilla® Zipline, eclectic entertainment moments, and the electric lights of The Canopy, all designed to reflect the vibrancy of Fremont Street Experience and its year-round lineup of free concerts, special events, immersive light shows, and nonstop entertainment.

Fremont Street Experience welcomes more than 24 million visitors annually and continues to evolve as one of the most engaging destinations in Las Vegas, offering a mix of live music, iconic casinos, dining, attractions, and the record-breaking SlotZilla Zipline, which soars high above Fremont Steet.

The Always On campaign, created in partnership with Noble Studios, debuted earlier this month and will continue to expand throughout 2026, with additional creative elements and seasonal extensions.

About Fremont Street Experience

Fremont Street Experience is a vibrant entertainment district in historic downtown Las Vegas. The open-air promenade is a hub for entertainment, gaming, dining, and shopping. Fremont Street Experience offers more free live entertainment than anywhere else in Vegas, with performances on three stages every day of the year.

Fremont Street Experience also features The Canopy™ LED screen. Spanning 1,375 feet in length and 90 feet in width, The Canopy™ LED screen is suspended 90 feet above Fremont Street. It dazzles visitors nightly with stunning visual shows synchronized to the music of headline artists like Katy Perry, Shakira, Imagine Dragons, and more.

Additionally, Fremont Street Experience is home to SlotZilla®, a thrilling attraction featuring an 850-foot Zipline and a 1,750-foot Zoomline. Riders launch from a 12-story slot-machine-themed platform and soar beneath The Canopy™ LED screen.

Fremont Street Experience offers direct pedestrian access to eight world-renowned casino hotels, over 70 restaurants, and numerous specialty retail kiosks, drawing more than 24 million visitors annually. For more information about Fremont Street Experience, please visit www.vegaseperience.com.

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