

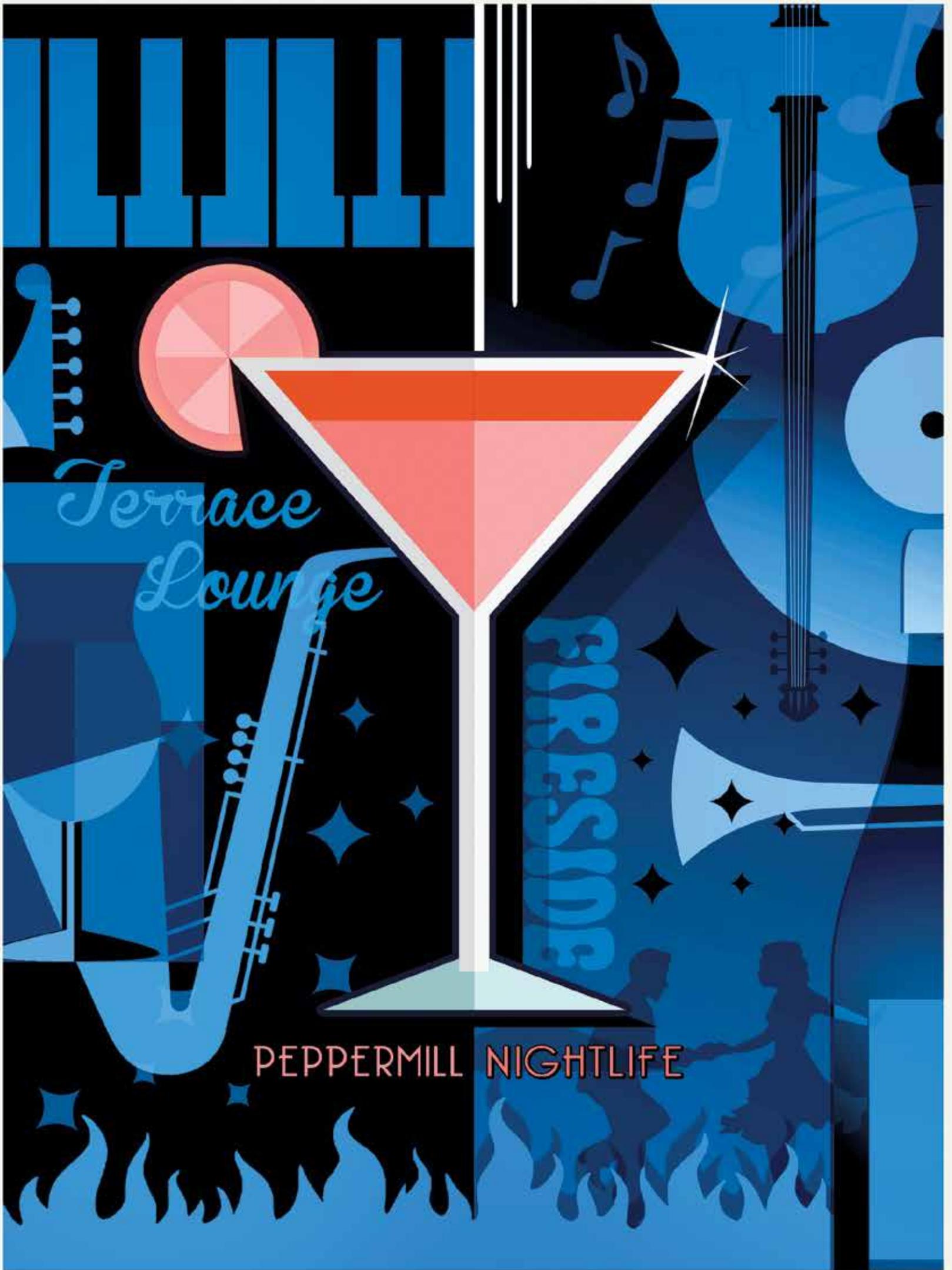
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A PEPPERMILL PUBLIC

Vegas Matt

A
behind the
scenes
chat





*Terrace
Lounge*

FIRESIDE

PEPPERMILL NIGHTLIFE



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A chat with the casino influencer

YOU CAN SUM IT UP IN ONE WORD...

YUM



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PEPPERMILL
HOUSEMADE
ITALIAN
ICE CREAM

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Geothermal Getaways

The Best Hot Springs in Nevada

by Camy Bretin

There's something undeniably magical about soaking in a hot spring, where Nevada's diverse landscapes create an unforgettable backdrop. You may see vast desert plains in one direction and snow-capped mountain peaks in another. But Nevada offers more than breathtaking scenery – it is home to an array of geothermal wonders, each with its own unique character, history, and healing properties. With dozens of hot springs scattered throughout the state, there's a perfect soak waiting for everyone.





PHOTO COURTESY OF TRAVEL NEVADA

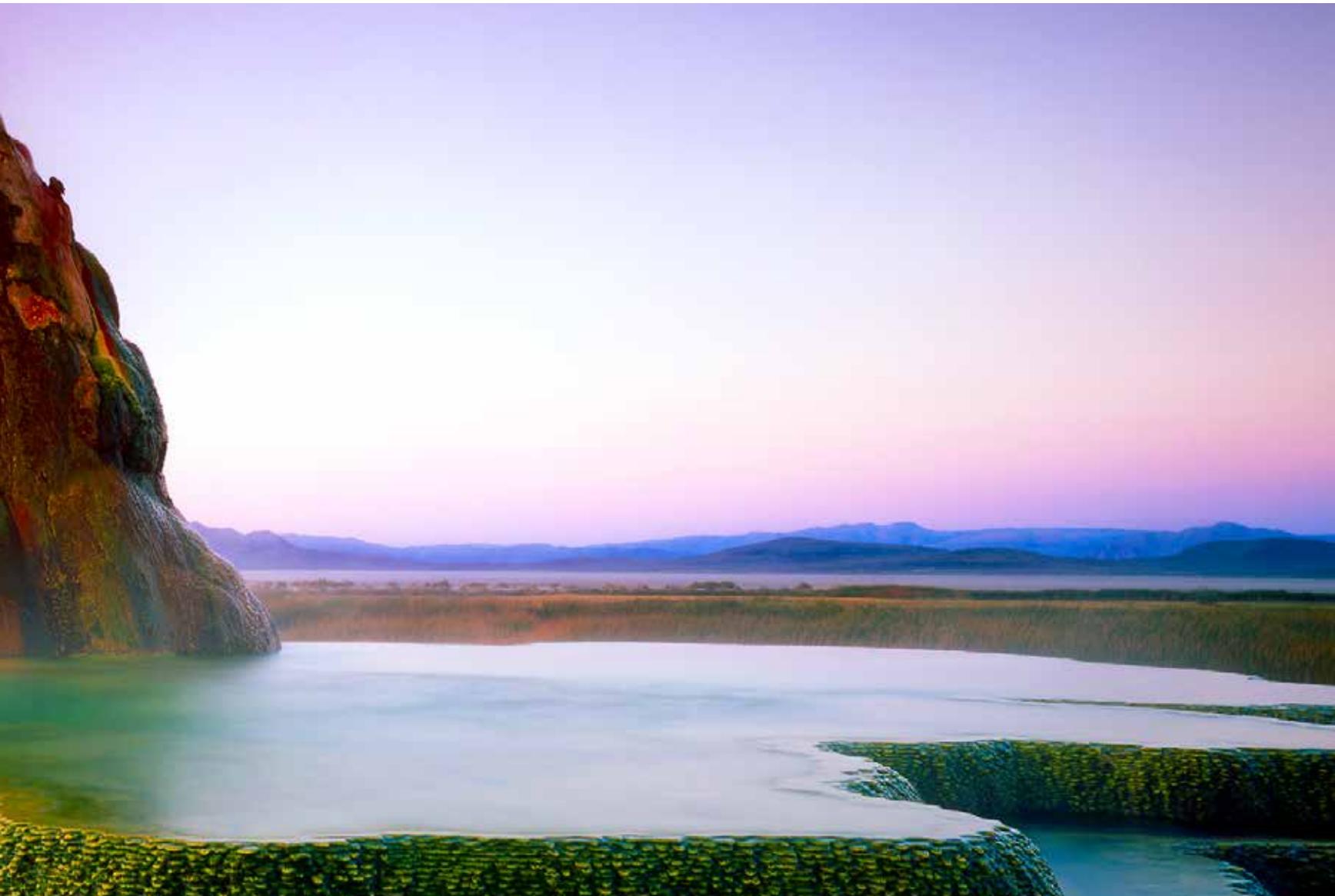




PHOTO COURTESY OF TRAVEL NEVADA

Spencer Hot Springs

Closest town: Kingston

Tucked away in the remote Big Smoky Valley, Spencer Hot Springs is one of Nevada's most beloved natural hot springs. The pools are a mix of natural and human-enhanced tubs, offering a variety of temperatures and scenic views of the Toiyabe Range. Perhaps the greatest appeal of Spencer Hot Springs is its untouched nature. As a wild, unregulated hot spring, there are no entrance fees, no posted hours, and no resort frills – just the warmth of the mineral-rich water, the expansive Nevada sky, and the tranquility of solitude.

Black Rock Hot Springs

Closest town: Gerlach

In the heart of the Black Rock Desert – home to the famous Burning Man festival – lies a collection of natural geothermal pools, including Black Rock Hot Springs. This is as remote as it gets, with an almost otherworldly atmosphere thanks to the wide-open playa. The pools range in temperature and some are too hot for soaking, so testing the water before jumping in is crucial. A visit to Black Rock Hot Springs is best suited for those who love off-the-grid adventures.

Carson Hot Springs

Closest town: Carson City

Not all of Nevada's hot springs require a trek into the wilderness. Carson Hot Springs offers a developed and easily accessible soaking experience in the heart of Carson City. It's a great place to unwind after exploring the capital with pools filled with naturally heated mineral water, private soaking tubs, and the famous "Hammer" hot waterspout, a high-pressure spout that shoots hot stream water, known for relieving sore muscles.

David Walley's Hot Springs

Closest town: Genoa

If you're looking for a more refined hot spring experience, David Walley's Resort offers a luxurious setting with spa amenities, multiple soaking tubs, and sweeping views of the Sierra Nevada. Located in the historic town of Genoa, the resort has been drawing visitors since 1862. The mineral-rich waters here have long been believed to have healing properties, making this a perfect stop for both relaxation and rejuvenation.

PHOTO COURTESY OF TRAVEL NEVADA





Steamboat Hot Springs

Closest town: Reno

Steamboat Hot Springs, located just outside of Reno, has been known for its therapeutic waters for centuries. Unlike other hot springs in the state, Steamboat's water contains rare minerals such as lithium and boron, which some believe have extra healing benefits. Today, the site operates as a wellness spa, offering hydrotherapy, massages, and alternative healing treatments alongside its color therapy-based geothermal pools.

Ruby Valley Hot Springs

Closest town: Elko

For those seeking an off-the-beaten-path adventure, Ruby Valley Hot Springs offers a pristine soak in one of Nevada's most beautiful settings. Nestled in the Ruby Valley Wildlife Refuge, this series of natural pools is known for its warm, clear water and breathtaking mountain views. Because of its remote location, visitors can often enjoy these springs in complete solitude. The pools vary in temperature, so finding the perfect soak is part of the experience. Be prepared for a rugged journey, as accessing these springs requires navigating rutted dirt roads in this untouched corner of Nevada.

Bog Hot Springs

Closest town: Denio

Secluded in the northwestern corner of Nevada near the Oregon border, Bog Hot Springs is a hidden gem that offers a unique hot spring experience. Unlike traditional pools, this hot spring forms a shallow, warm creek that runs through the landscape, allowing visitors to wade or soak in different sections depending on their preferred temperature. Its remote location means fewer crowds and a peaceful atmosphere, perfect for those looking to connect with nature in a completely undeveloped setting. Due to its wild nature, travelers should be prepared for primitive conditions, but the stunning desert scenery and soothing waters make it worth the trip.

No matter how you choose to enjoy Nevada's hot springs, there's no denying the power of these natural wonders. The state's geothermal treasures provide the ideal opportunity to slow down, soak in the scenery, and let nature do the rest.



Nevada Museum of Art

Expands Its Offerings in Northern Nevada

by Valerie Primeau, Nevada Museum of Art

PHOTO BY DAVID CALVERT PHOTOGRAPHY



PHOTO COURTESY OF THE NEVADA MUSEUM OF ART



The Nevada Museum of Art is growing both as an institution and as a cultural hub in Northern Nevada. The Charles and Stacie Mathewson Education + Research Center fully opens this summer in the heart of Reno, anchored by a historic \$16 million donation from philanthropists Charles and Stacie Mathewson. With the new space, the Museum’s commitment to being an accessible hub for education, research, and global artistic dialogue has never been stronger.

Designed by architect Will Bruder, the Education + Research Center features new galleries, a 5,000-square-foot library housing up to 25,000 rare and historic volumes, an on-site gift shop, and a rooftop garden showcasing indigenous plants native to Northern Nevada.

On May 31, 2025 the Museum opened the highly anticipated *Eternal Signs: Indigenous Australian Art from the Kaplan & Levi Collection*, a major exhibition that highlights more than 70 works by contemporary Indigenous artists in 20 rural communities across Australia. The works, donated by esteemed Seattle-based collectors Robert Kaplan and Margaret Levi, feature renowned artists such as Ginger Riley Munduwalawala and Gloria Petyarre, as well as emerging talents like Gunybi Ganambarr.

From the intricate dot paintings of the Central Desert to bark artworks from Arnhem Land, *Eternal Signs* offers a compelling cross-section of Australia’s First Nations art. In these works, artists use painting, sculpture, and printmaking to express their knowledge systems – often described as Dreamings, Songlines, or Creation Time – and are deeply tied to land, identity, and spirituality. This knowledge, referred to as the “eternal present,” speaks across borders, reminding viewers that contemporary art can be ancient, sacred, and political all at once.

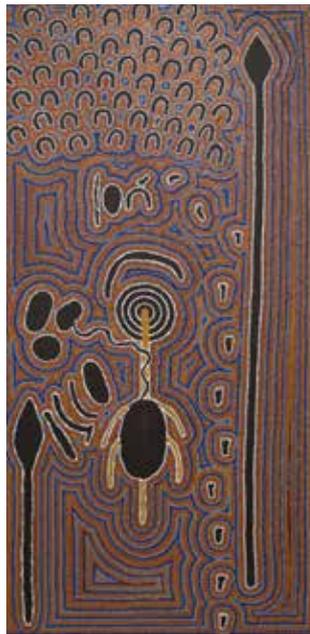


PHOTO BY DAVID CALVERT PHOTOGRAPHY

This ethos – where past and present coexist – resonates across the museum’s spring and summer programming. Running concurrently with *Eternal Signs*, the new exhibit *When Langston Hughes Came to Town* presents a literary and historical lens of what it means to be resilient in America. The exhibition explores the influential visit of Harlem Renaissance poet Langston Hughes to Reno in 1934 through never-before-seen photographs shown alongside his poetry, archival materials, and community storytelling. His time traveling the American West left a lasting impression – not only on Nevada, but on contemporary artists further afield. The exhibition connects Hughes’ visits to Nevada with broader themes of race, belonging, and regional history.

PHOTO BY DAVID CALVERT PHOTOGRAPHY





Another major exhibition presented this year is *The Art of Judith Lowry*, a retrospective of one of the nation's esteemed contemporary Native artists. With ancestry rooted in Maidu Pit River and Washoe cultures, Lowry's vibrant, large-scale paintings chronicle her family stories and the legends, traditions, and complexities of her indigenous roots. The conversations that unfold in Lowry's paintings highlight a lifetime of dialogue about ideas and issues that have shaped her life.

Lowry's work, like that of the Indigenous Australian artists in *Eternal Signs*, challenges Western assumptions about what "contemporary art" looks like – and who defines it.

The Nevada Museum of Art is located at 160 W. Liberty Street in Reno. For more information, visit nevadaart.org.

ROLLING THROUGH TIME

A Look Inside the National Automobile Museum

by Kathy Powers. Curator, National Automobile Museum

Visitors to Reno looking for something truly unforgettable should consider discovering one of the city's most fascinating gems – the National Automobile Museum.

This world-renowned institution is more than just a museum; it's where the past comes roaring to life. History, design, engineering, and storytelling come together to captivate guests of all ages. The museum's staff, many of whom are lifelong car enthusiasts, are passionate about sharing this remarkable collection with visitors, members, volunteers, and the community.

Since opening in 1989, the National Automobile Museum has welcomed hundreds of thousands of guests into an immersive journey through the history, innovation, and artistry of the automobile. It's not a typical museum – it pairs exceptional vehicles with elaborate period street scenes, engaging tours, theater presentations, and award-winning exhibits that transport guests back in time.

The museum's collection includes more than 240 incredible vehicles, with 175 originating from the legendary collection of the late Bill Harrah – a name synonymous with Nevada's gaming and hospitality history. These vehicles are more than machines; they are cultural artifacts, engineering marvels, and rolling works of art.

Among the highlights is the iconic 1907 Thomas Flyer 35, which won the 1908 New York-to-Paris race across tundras, deserts, and mountains. The collection also includes the futuristic 1961 Beatnik Bandit – a bubble-topped hot rod created by custom car legend Ed “Big Daddy” Roth – and the eccentric 1977 Jerrari, a Jeep Wagoneer powered by a Ferrari V12 engine.

The museum refreshes its exhibits every 60 days. One of the current features showcases cars from the *Fast & Furious* franchise, including vehicles from *Hobbs & Shaw*, *Fast X*, and *Tokyo Drift* – a must-see for movie buffs and car fans alike.

The excitement continues with the Sony Pictures exhibit, which includes screen-used props and vehicles from films such as *Men in Black*, *Ghostbusters: Afterlife*, *Looper*, *Pixels*, and *Ghost Rider*. Notable items include the Segway from *Paul Blart: Mall Cop*, proton packs and jumpsuits from *Ghostbusters*, and the motorcycle from *Ghostbusters: Afterlife*.



PHOTOS COURTESY OF THE NATIONAL AUTOMOBILE MUSEUM

ROLLING TH

The museum also proudly houses Adam Carolla's collection of Paul Newman's championship race cars. This tribute to the actor-turned-racer features vehicles such as the 1986 Nissan 300ZX that clinched Newman's IMSA GT-1 title and a 933-horsepower, twin-turbo V8 prototype from 1979.

Formula 1 enthusiasts will enjoy the F1 exhibit, which includes four stunning cars driven by Lewis Hamilton, Jenson Button, Kimi Räikkönen, and Carlos Sainz – each representing the pinnacle of speed and precision.

Upcoming exhibits include a summer showcase of award-winning hot rods and custom cars, followed by a fall debut of a new Harley-Davidson exhibit exploring the history and cultural significance of the iconic American motorcycle brand.

The National Automobile Museum is a 501(c)(3) nonprofit organization, fully supported through admissions, memberships, event rentals, retail sales, donations, and sponsorships. This self-sustaining model allows the museum to deliver dynamic, community-focused experiences – from hands-on learning and rotating exhibits to popular events.

As an active cultural hub in Reno, the museum hosts a wide variety of programming. Its summer concert series brings live music and comedy shows – including appearances by Adam Carolla – to entertain guests at the riverside pavilion. As a long-standing partner of the Artown festival, the museum also presents creative events that blend automotive history with music, film, and the arts.



ROUGH TIME

The facility has several impressive spaces for learning, creativity, and entertainment. A 157-seat theater features high-definition projection and is ideal for special programs. On-site podcast and TV studios enable unique content creation, while the 16,000-square-foot riverfront pavilion and bar host private parties, concerts, and public events. For families, the new 3,000-square-foot E.L. Wiegand Children's Educational Activity Center provides a fun, hands-on space that sparks curiosity and imagination.

Though the museum's extensive Automotive Research Library is not open to the public, research requests are accepted, particularly those related to vehicles formerly owned by Bill Harrah or featured in his collection. The museum team is always eager to help enthusiasts and historians explore the deeper stories behind these iconic vehicles.

The National Automobile Museum has received numerous accolades, including being named one of America's Top 10 Automobile Museums. TripAdvisor ranks it the #1 Museum in Northern Nevada and the #1 Thing to Do in Reno. Most recently, it placed fifth in USA Today's 10Best 2025 Readers' Choice Awards for Best Attraction for Car Lovers.

From iconic movie cars to mind-blowing race machines and rolling works of art, there is something for everyone to enjoy.

The National Automobile Museum is located at 1 Museum Drive in Reno. For more information, visit automuseum.org.





Drink

L I K E A L O C A L

M U S T V I S I T N E W B A R S

by Katie Silva

From the glow of flickering tiki torches to the shimmer of champagne fountains, Reno's bar scene is having a moment. A new generation of local watering holes is embracing bold design, nostalgic references, and inventive menus that go far beyond the basics. These aren't just places to grab a drink, they're immersive experiences crafted with character, creativity, and a deep sense of place. Whether you're in the mood for escapist island vibes, candy-coated decadence, or rum-fueled revelry, Reno has a bar for every kind of cocktail lover.

PHOTOS COURTESY OF PELE UTU



Pele Utu

Tucked away on Stardust Street, Pele Utu has emerged as Reno's most authentic tiki bar – a mesmerizing escape crafted with heart, history, and plenty of rum. Owned and operated by Tiki enthusiasts Dr. Shocker and Rosie Raddish, this tropical retreat is a shrine to tiki nostalgia, filled with vintage charm, curated collectibles, and a devotion to tradition that transports visitors to an island paradise. The couple brings decades of experience and passion to the space, including a collection of more than 500 mugs and a mural painted by their family.

Step inside and you'll find yourself surrounded by faux lava rock, dim lighting, and tropical trinkets. The vibes are just right as you relax beneath the warm glow of tiki torches, with traditional exotica playing in the background and vintage TV classics flickering on the screen. Pele Utu's bar offers a full menu of expertly crafted tiki cocktails with dramatic garnishes like flaming limes, but it's not just about rum. Guests can also find whiskey, tequila, and even thoughtfully made nonalcoholic drinks, custom-built on request.



Beyond the delicious drinks and detailed decor, Pele Utu offers something even rarer: an experience that feels personal. Built entirely by the couple, from the glassware to the garnishes, this tiki bar embraces the magic of make-believe with reverence and love. Rosie and Dr. Shocker have created a world that honors the spirit of tiki without irony, asking only that guests respect the vibe, trust the bartenders, and leave the souvenir mugs behind. For those looking to sip a flaming cocktail while soaking in escapist nostalgia, Pele Utu is not a bar, it's a voyage.

Pele Utu is located at 1275 Stardust Street in Reno.





PHOTOS COURTESY OF CURSE OF CANE



Curse of Cane

A fresh and unapologetically fun addition to Reno's bar scene, Curse of Cane is already shaking things up with its bold atmosphere and even bolder cocktails. From the vibrant pastel walls to plush green velvet seating, the entire space is designed to feel like a tropical fever dream meets house party. Opened last fall by the seasoned team behind local favorites Death & Taxes and Amari, this energetic bar centers around a large white-and-wood-paneled bar, where a curated rum collection is as impressive as the cheeky drink names it fuels.



Expect throwback hip-hop beats, house-party anthems, and a playful drink menu filled with attitude. Whether you're sipping on a Thai tea-inspired "Nothing But a 'T' Thing" or the guava-forward "Ms. New Booty," the cocktails are just as fun as their names suggest. Drinks like "The Ghost of Biggie," a rum twist on the Old Fashioned, and specialty creations like the "Killah Bird" bring tropical sensations.

Forget lounge seating, this is a bar built for movement and mingling. With just the bar top and a few standing tables around the perimeter, Curse of Cane encourages guests to interact, groove to the music, and soak in the aesthetic. It's colorful, sassy, and full of vacation-worthy flavor. With a menu that evolves regularly, it's a place you'll want to revisit often to see (and sip) what's new.

Curse of Cane is located at 809 S. Center Street in Reno.



CURSE
OF
CANE



CHAMPAGNE
Chocolate

CHAMPAGNE
Chocolate

CHOCOLATE AND
BOURBON



LAKE TAHOE

LOCALLY MADE. HAND CRAFTED. SMALL BATCH

LOCALLY MADE. HAND CRAFTED. SMALL BATCH

LAKE TAHOE

PHOTOS COURTESY OF CHAMPAGNE & CHOCOLATE



Champagne & Chocolate

Reno just got a whole lot sweeter with the arrival of Champagne & Chocolate, a whimsical new concept blending artisan chocolate, bubbly drinks, and a luxe atmosphere. The glamorous new bar is the brainchild of South Lake Tahoe entrepreneur Cesar Acosta and the legendary Chocolate Nugget Candy Factory, a third-generation family business dating back to 1936. It's a dream pairing that mixes elegance with nostalgia.



Inside, jade green tiles, lavish chandeliers, and an eye-catching chocolate fountain create a dazzling atmosphere where drinks and dessert are the stars. Sip on sparkling wine or candy-inspired cocktails as bowtie-clad servers deliver tapas like charcuterie boards and crispy calamari. Meanwhile, the showstopping “build-your-own” chocolate bar lets guests pick from 30 toppings and watch their creation come to life behind glass. Champagne & Chocolate also doubles as a retail boutique, with signature sweets from the Chocolate Nugget Candy Factory available for takeaway.

But the experience doesn't stop with sweets and sips. With cozy corners, an outdoor patio in the works, and live music, this stylish venue is perfect for date nights, ladies' nights, and private events. Brunch is served seven days a week, including a high-energy DJ brunch each weekend. The rest of the event calendar is filled with winemaker dinners, themed soirées, and more. Whether you come for the bubbly, the candy, or the ambiance, Champagne & Chocolate promises a night to remember, no golden ticket required.

Champagne & Chocolate is located at 550 W. Plumb Lane in Reno.



CHAMPAGNE
&
Chocolate



BELLA • BOTTEGA

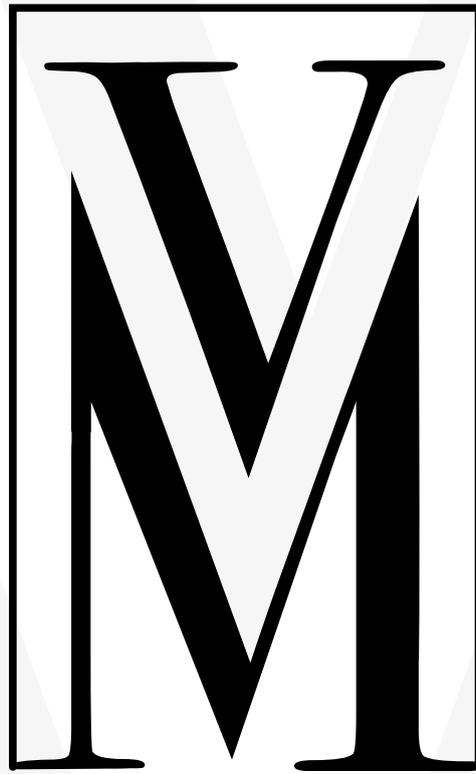


Peppermill

BELLUA • BOTTEGA



Inside the Rise



If you've ever fallen down the rabbit hole of slot content on YouTube, there's a good chance you've encountered the high-energy, high-stakes world of Vegas Matt and his crew. Known for his signature catchphrases like "Sando!" and his fearless approach to max bets, Vegas Matt has become one of the most recognizable names in the casino influencer scene.

In a full-circle moment, he recently celebrated one million YouTube subscribers at none other than Peppermill Reno – one of his favorite properties and a frequent backdrop for his videos. We sat down with Matt and his close friends and team members for a deep dive into their journey – and to learn how gambling became gambling entertainment.

of Vegas Matt

by Katie Silva





From Sales to Slots

Before his YouTube days, Matt was in sales – a career that turned out to be the perfect training ground for building an online brand.

“Sales never felt like work to me. I just had to make friends, build rapport, and help people see the value of what I was offering that they undoubtedly needed,” he explains. “So when we saw views and traction almost immediately after posting videos, I knew there was something there. I smelled the potential and went after it with a vengeance.”

His instincts were right. After just a few uploads, momentum began to build. But it wasn’t until one particular high-stakes spin that he realized things had skyrocketed.

“We were playing Regal Riches at \$1,125 per spin and were down \$300,000,” Matt recalls. “When we finally hit for \$170,000, that video went viral. Suddenly, people were recognizing me in casinos and even at random places like the grocery store.”

Since then, Matt’s channel has evolved far beyond a platform for slot wins. It’s become a community, a conversation, and a reliable source of entertainment for fans around the world. While he’s known for big slot hits, some of his most remarkable moments have happened off-camera – on video poker.

“My best wins have come on video poker. It always seems to be where you least expect it. I’ve hit three dealt royal flushes, ranging from \$78,000 to \$92,000 on \$50-\$100 bets. Those are just a thing of beauty!” he says.

More Than a One-Man Show

Behind every great creator is a great team – and Matt’s crew is no exception. His entourage includes son EJ, friends WBG and W2 Jesus, and a rotating cast of other personalities. Each brings a unique strength to the group.

“I don’t think of myself in labels,” W2 Jesus says, “but if I had to choose one, it’s definitely the hype person. I get very excited when we win, though sometimes I forget I’m sitting 18 inches from Matt and end up yelling in his ear.”

Even now, the popularity of their content still surprises W2. “I’ve been blown away by how many people enjoy gambling content and the variety of games they like watching. Baccarat has become a fan favorite, even though many probably didn’t know the rules before watching us.”

What makes their on-screen chemistry work? “It’s real,” W2 says. “We’re all genuinely friends and would be gambling together regardless of whether there was a camera rolling. That authenticity resonates. Plus, the father-son dynamic between Matt and EJ is always good for some entertaining banter, especially when EJ’s trying to rein Matt in.”

The same goes for WBG, who says, “We’re all good friends and have a magical friendship that translates well. It’s safe to say we are the same on-screen and off-screen!”

“

My best wins have come on video poker. It always seems to be where you least expect it. I’ve hit three dealt royal flushes, ranging from \$78,000 to \$92,000 on \$50-\$100 bets. Those are just a thing of beauty!

– Vegas Matt ”



A Global Audience, a Grateful Crew

The connection with fans is something the team does not take for granted.

“Between the four of us, we read almost every comment across platforms,” Matt says. “We talk with fans in our Discord group, we go on cruises with them, take photos, hand out stickers – it’s nonstop.”

And the fan stories? Nothing short of incredible.

“We’ve had people fly in from Europe and Australia just to meet us. We get letters, gifts, even wedding invitations,” Matt shares. “We’ve heard from viewers watching with family, or during hospital stays – saying our videos helped them get through tough times. It’s humbling beyond words.”

W2 echoes that sentiment. “This whole journey has been a huge blessing. I think every day, ‘I can’t believe this is what we get to do.’ Now if I could only explain it to my parents in a way that makes them understand I’m not just goofing off with my friends at the casino.”



The Power of Peppermill

The Peppermill Reno holds a special place in Matt's journey.

"It's a family-run operation, and you can feel that in everything," he says. "The employees genuinely seem to enjoy their jobs, and many have been there forever. That creates such a positive environment."

What really keeps him coming back, though, is the player-friendly approach.

"At most casinos, you have to hunt for full-pay machines in a high-limit room. At Peppermill, I can play my favorite video poker games at the bar on low denom with full pay. That's rare. Add the food, the spa, the gym, and it's honestly a dream setup."

It's also where one of the most iconic videos on his channel was filmed: his million-subscriber celebration, in which he and his crew wagered \$1 million in a single video. It ended with a \$100,000 hand of baccarat – which they won.

LOOKING AHEAD: LESS SANDOS, MORE STORIES

With a book on the way, *The Art of Being Lucky*, and talks of television deals in the works, the future is wide open for Vegas Matt and his crew.

But through it all, one thing remains clear.

"Our goal is to keep it fun. If it stops being fun, we've done something wrong," Matt says.

And as for those dreaming of a similar path?

"Be authentic. Be consistent. Don't gamble above your means. Be prepared for it to take longer than you think, and have fun," he advises.

At the end of the day, Matt insists the slots are just the backdrop.

"It's the conversations, the banter, the connections. That's the real show."

From high-stakes hands to heartfelt fan encounters, the Vegas Matt crew has built more than a channel – they've built a movement, one spin at a time.

Can We Be Super Human?

New Exhibition Highlights Innovations that Enhance the Human Experience

by Patrick Turner, Chief Advancement Officer, The Discovery

Control a computer using the power of your mind, race against a Paralympian, and see how a bionic eye works in *Super Human: Power of Technology* on exhibit now at the Terry Lee Wells Nevada Discovery Museum in downtown Reno.

Created by Scitech in Perth, Australia, and produced by Imagine, *Super Human* explores the inventive and ingenious medical and industrial breakthroughs that have helped enhance the human experience.

See how technology can integrate with your body and enhance your abilities through 23 hands-on and full body displays. Run, sense, and navigate to test your limits. Enter an exoskeleton to test your strength-improving abilities, control a computer using the power of your mind, or investigate aerodynamics in a wind tunnel. The possibilities are endless!

Visitors to *Super Human* will be encouraged to think about the potential of clever technology and how it can change people's experiences and interactions with the world around them.

For example, visitors will be able to use the power of their mind to move a ball, which can create possibilities for people with mobility impairments. Or use a gesture interface to manipulate a robot arm, use night vision to see in the dark, or explore how technology can provide camouflage and make you invisible.

Super Human: Power of Technology will be on exhibit at The Discovery through October 12, 2025.

The Discovery is located at 490 S. Center Street in downtown Reno. Museum hours, admission information, and additional details can be found at nvdnm.org.





PHOTOS COURTESY OF DISCOVERY

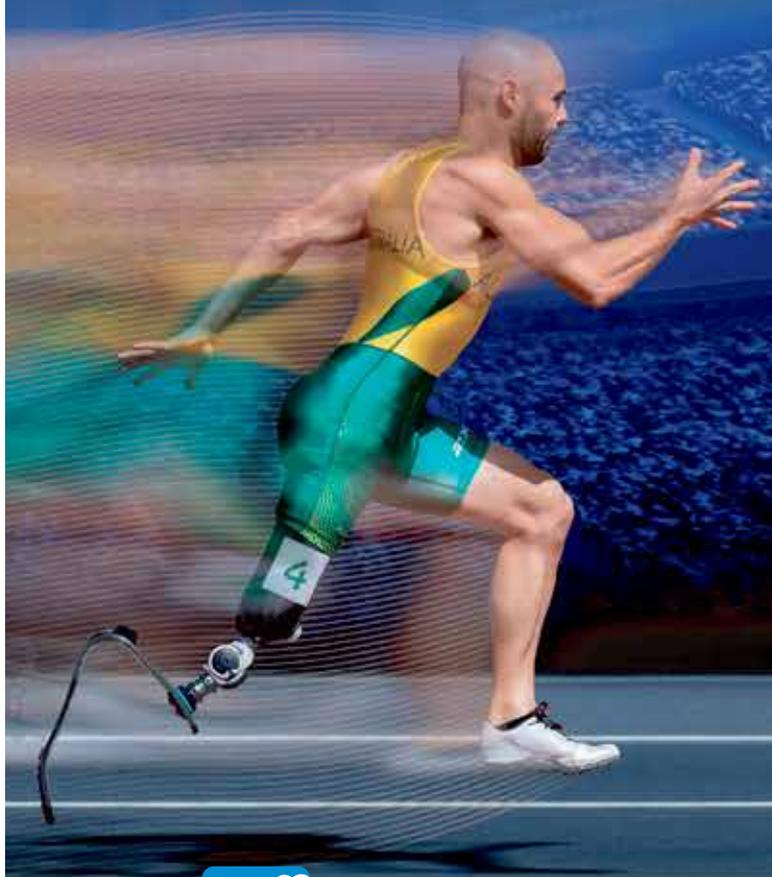


SUPER HUMAN

POWER OF TECHNOLOGY

Super Human: Power of Technology explores the inventive and ingenious medical and industrial breakthroughs that have helped humans change the world. With a mix of hands-on and full body experiences, *Super Human* focuses on technology that takes its inspiration from the natural world, in order for humans to overcome difficulties and enhance their lives.

On exhibit through October 12



 **Discovery**
Terry Lee Wells Nevada Discovery Museum

490 S. Center Street · Downtown Reno
775-786-1000 · nvdnm.org

Designed by
scitech
Perth · Australia

produced by
imagine

EAT

LIKE A LOCAL

YOUR GUIDE TO EATING GREEN IN RENO

by Sail Horton



WELCOME TO RENO, WHERE 300 DAYS OF SUNSHINE ISN'T THE ONLY THING THAT NOURISHES YOU. IF YOU'RE CRAVING A WHOLESOME AND HEALTHY MEAL AFTER A DAY ON THE TOWN, YOU'RE IN LUCK – PLANT-FORWARD OPTIONS ABOUND. WHETHER YOU'RE VEGETARIAN, VEGAN, OR JUST LOOKING TO ENJOY A LIGHTER MEAL, HERE ARE THREE LOCALLY OWNED FAVORITES THAT SERVE DELICIOUS DISHES WITH A PERSONAL TOUCH.



PHOTOS COURTESY OF GREAT FULL GARDENS

Great Full Gardens

LOCALLY GROWN, WHOLESOME COMFORT

With several locations around Reno and Sparks, Great Full Gardens is a beloved spot for anyone seeking healthy, hearty meals crafted with local ingredients. Their menu features a wide range of vegetarian and vegan options, from colorful grain bowls to rich soups made by “Gino the Soup Man.”



Locally Grown



Wholesome Comfort



Don't miss popular dishes full of flavor such as the Wasabi Bowl and their plant-based takes on classic comfort foods, like the FLTA Sandwich with tempeh bacon. Each dish is prepared with love and a strong commitment to nourishing both the body and the community. Bonus: Great Full Gardens has many gluten-free and paleo options, too!



EAT REAL FOOD

EAT REAL FOOD



superfood & juice



Elixir Superfood & Juice

FRESH, ENERGIZING BITES

Tucked in the heart of downtown Reno, Elixir Superfood & Juice is a fresh, modern café known for its vibrant, nutrient-packed offerings. Their menu includes crisp salads and bowls, cold-pressed juices, and smoothies designed to energize and fuel you. Vegetarian favorites like the Hail Kale Caesar and the Buffalo Power Bowl are ideal for a light yet satisfying lunch, while their refreshing juices are a perfect pick-me-up after a day of adventure. All dishes are made in front of you and are fully customizable with a variety of protein options. Locally owned and passionately operated, Elixir is a favorite among locals and visitors alike.

Elixir is located at 24 California Avenue in Reno.

PHOTOS COURTESY OF ELIXIR SUPERFOOD & JUICE





Buenos Grill

For a taste of fresh, California-style Mexican cuisine, head to Buenos Grill in southwest Reno. Known for their generous portions and relaxed, welcoming atmosphere, Buenos Grill offers plenty of vegetarian and vegan choices, including coconut crunchy tofu tacos and vegan enchiladas featuring roasted sweet potatoes and black beans. Buenos Grill is the perfect place to kick back on the sunny patio with a margarita in hand and unwind after a day on the town.

Buenos Grill is located at 3892 Mayberry Drive, Suite A, in Reno.

A Fresh Twist on Mexican Favorites

PHOTOS COURTESY OF BUENOS GRILL



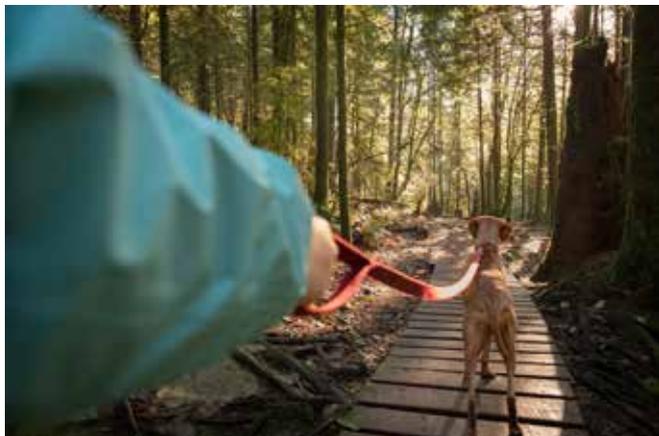


Trails, Tails, & Tahoe

Five Dog-Friendly Walks

by Tyler Carl





If there's one thing the Reno-Tahoe area never runs short on, it's trails and parks for after-work walks or weekend journeys. Add your four-legged companion into the mix and your average walk transforms into an adventure. With miles of trail systems, dozens of parks, and countless outdoor opportunities, the region is guaranteed to give you and your dog a journey full of clear air and awe-inspiring vistas.

Locals, visitors, and fluffy companions can explore a diverse landscape, from pine-scented forests to the dusty sagebrush steppe. You'll find leisurely walks perfect for Nevada's one-of-a-kind sunsets, as well as tougher hikes that give seasoned hikers and their dogs a chance to challenge themselves.

Hidden Valley Regional Park

Tucked against the eastern edge of Reno, Hidden Valley is true to its name – off the beaten path and cedes hidden gems for discerning hikers. The area's park is broken into two parts: manicured grounds with a dedicated dog park ideal for your next picnic and looping trails into the nearby hills.

All five of its trails are excellent getaways for quiet walks offering sweeping views of Reno. The trails vary from short loops to 2.3-mile hikes with a range of difficulties. Like Hunter Creek, the surface is rocky, so ensure both you and your companion are up for these dusty trails.

Along with the sagebrush and junipers, the park is teeming with wildflowers ranging from small purple bulbs to seas of yellow, ensuring your dog will have no limit to the number of enjoyable scents to sniff.

Clear Creek Trail System

Located south of Carson City, Clear Creek is a 30-mile system of trails running through the Sierra Nevada forests.

The most ambitious of the trails listed, it offers unparalleled rewards with breathtaking views and birdwatching. Covered in dense pine and rugged terrain, Clear Creek offers both lower and upper trail systems, providing a range of hilly and mountainous environments to explore.

It's the perfect spot for hikers seeking a steady challenge and dogs with limitless energy. The tall Jeffrey pines and firs offer relief from the sun, while clearings provide incredible views of Carson Valley.

Tahoe East Shore Trail

Next time you head up to Lake Tahoe, journey to its East Shore Trail, a paved, dog-friendly path connecting Incline Village to Sand Harbor. At about 3 miles long with multiple entry and exit points, this easygoing trail offers unbeatable lake views, boulder-strewn beaches, and classic Tahoe scenery at every turn. During the warm days of summer, stop at one of the beach access points for a lakeside break to dip your toes in the clear, refreshing water.

Although this trail can be the most crowded of the bunch, it's a great chance for your dog to meet other dogs and for you to enjoy the views with friends.

The Reno-Tahoe region makes it easy to get outside with your dog, whether you're weaving through foothills, climbing into alpine forests, or walking through local parks. With a variety of trails close to town, even a short visit can turn into a memorable outing.



Hunter Creek Trail

Just a stone's throw from the Truckee River, Hunter Creek Trail is etched into the foothills west of Reno. The 5.7-mile trail follows the creek, and as you ascend, you'll be trading city views for sagebrush, trickling water, and dense thickets hugging the creek. Your trip ends at a 30-foot waterfall, where you can relax and dip your feet into cool mountain water. It's an invitation to a peaceful retreat, complete with birds, fresh air, and the smell of sage.

Dogs will love this calm walk, but if you're pushing the hike to the waterfall during a hot day, the length and rocky path can be taxing. Bring plenty of water and take advantage of the shaded sections for rest.

Rancho San Rafael Regional Park

If you're looking for a quick, accessible walk with your canine friend, Rancho San Rafael offers a sprawling park with easy trails filled to the brim with a variety of trees and creeks, right in the heart of Reno. One of the most diverse, dynamic parks in the area, it offers shaded trees and crafted waterways, perfect for taking a moment to enjoy the natural scenic beauty. It even offers a designated off-leash area, which gives your pup the freedom to romp with other dogs.

While the park is wonderful any time of the day, it offers you a magnificent glimpse into the silhouetted mountain peaks of the Sierra Nevada for stunning golden-red sunsets that regularly stop visitors in their tracks.

Before hitting the trail, remember to pack plenty of water, waste bags, and a leash, and always check for wildlife, weather, and trail conditions. With a little planning, you and your dog can safely enjoy some of the most scenic trails the West has to offer.

FARMERS MARKETS

in the Truckee Meadows

by Mary Bennett



One of the best ways to explore the Truckee Meadows is with an outing to Reno's vibrant farmers markets and events.

Enjoy the Earthy Sensations!





PHOTOS COURTESY OF THE RIVERSIDE FARMERS MARKET



Riverside Farmers Market

The Riverside Farmers Market is open weekly on Sundays, rain or shine, and perfect for anyone wanting to connect with the local Reno culture, browse artisan shops, and fill your senses with earthy happiness.

Located next to the Truckee River in west Reno, this market offers a local experience, with all vendors growing, raising, or making their goods within the Reno-Tahoe region. They highlight small, local, and sustainable farmers and ranchers who believe that healthy food starts with healthy land. They are also home to Reno's newest farmers and ranchers, making it the perfect place to meet and converse with passionate people cultivating food and creativity in the Truckee Meadows community.

Wandering the market feels like stepping into an old-world, open-air bazaar, reimagined for the future. Strolling through stalls while local musicians play enhances the experience. Along the way, you can pick up local lavender products, browse reclaimed fashion from Haggie Haus, or sit on the grass for an impromptu picnic, savoring sweet and savory crepes and warm chai while blissfully listening to Kay McMartin perform with High Desert Fiddle. A variety of dogs and their well-matched owners add extra charm to the day, so dog lovers can rejoice as leashed pups are welcome. Afterward, you can arrange fresh flowers and enjoy cupcakes from Batch Cupcakery and a mid-morning drink at Peachy Queens, a gorgeous “traveling tavern.”

The Riverside Farmers Market runs year-round every Sunday. Summer hours are 8 a.m. to 1 p.m.

Summer activities and attractions include free yoga classes, kids’ activities, and art projects. As a non-profit, the Riverside Farmers Market welcomes sponsorships to help support and grow its mission.

Find more information at renofarmersmarket.com.



Shirley's Farmers' Market

Nevada's longest-running market celebrates 31 years and runs May 31, 2025, through the end of fall. The market is located at The Village Shops on California Avenue and at Tamarack Casino. It is open 8 a.m. to noon Saturdays and is pet-free and non-smoking.

Find more information at shirleysfarmersmarkets.com.

Reno Food Systems

This regenerative agricultural project in Reno focuses on food equity, land stewardship, education, a budding arts and healing program, and community wellness. The Reno Food Systems Farm Stand is located at 3295 Mayberry Drive.

Find more information at renofoodsystems.org.





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BAGUETTINES
SONT FAITES AVEC
UN PAIN DE QUALITE
ET SONT IDEALES
POUR LE DEJEUNER
OU LE DINNER.

SEMI
GLUTEN FREE



The Sierra Nevada Lavender & Honey Festival

The annual celebration returns July 13, 2025, from 10 a.m. to 6 p.m. at Idlewild Park. Enjoy all things lavender and honey, including event-themed foods, arts and crafts, music, education, and even a signature beer. Celebrating the best of local farms, local food, independent businesses, and the beauty of the Sierra Nevada, this event also features local entertainment, a lavender lounge, and a bonnet contest. Please note, no dogs allowed except service animals.

Find more information at lavenderandhoneyfest.com.

With so many local markets and seasonal festivals, there's no better time to explore the richness of Truckee Meadows. Don't forget to bring your reusable bags, sun protection, and maybe even a fashionable umbrella to stay cool and protected. Most vendors accept both cards and cash, making your market experience smooth and enjoyable. Every visit supports local farmers, makers, and the incredible community we're proud to be a part of.



ANNIVERSARY
artown

30 Years in the Making: Artown's Legacy of

Art,
Community
& Transformation

by Beth Macmillan



PHOTOS COURTESY OF ARTOWN

What began as a bold idea in 1996 – to bring more art into the lives of Reno residents – has become a cornerstone of the city’s identity. Now celebrating its 30th anniversary, Artown is more than a festival; it’s a cultural movement that transforms Reno each July into a vibrant hub of creativity and community. Today, Artown stands among the largest arts and culture festivals in the western United States, drawing thousands of attendees to its seasonal series and signature summer celebration.

“Artown has always been about more than performances; it’s about building a cultural foundation that brings people together year after year”



"Artown has always been about more than performances; it's about building a cultural foundation that brings people together year after year," says Artown Executive Director Beth Macmillan.

Born from a grassroots effort led by community leaders, Artown set out to revitalize Downtown Reno. Wingfield Park served as its first stage, where performances, exhibits, and workshops transformed sidewalks and riverbanks into galleries and gathering spaces. Over the years, Artown has showcased both local talent and world-class performers, helping to establish Reno as a true arts destination. Remarkably, the festival has grown from just a few dozen events to hundreds, expanding its reach to neighboring communities.

Artown will offer more than 650 events across Northern Nevada, continuing its commitment to accessibility with many free performances and experiences. Music, dance, visual arts, and community-driven programs will once again fill the calendar. As a nonprofit organization, Artown is made possible thanks to the generous support of community sponsors and partners who believe in the power of the arts to connect and inspire.

THE 2025 HEADLINERS



Pink Martini (July 3)



Michael Kaeshammer (July 20)



Rhiannon Giddens (July 24)



The SteelDrivers (July 26)



Michael Cavanaugh (July 29)



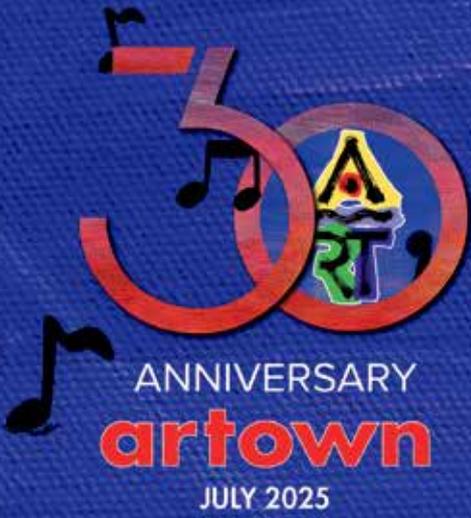
This year also brings a stunning installation of 22-foot-tall *Spirit Animales*, illuminated sculptures inspired by Mexican folk art, on display for the entire month of July. These larger-than-life spirit creatures add an element of wonder and global culture to the cityscape.

Pick up the iconic *Little Book* at Nevada State Bank, Port of Subs, Washoe County Libraries, Trader Joe's, or Raley's – or visit artown.org to explore the full lineup.

While July remains the centerpiece of Artown's programming, the organization has grown to include Encore Series in both spring and fall – bringing more performances and community events to the region throughout the year.

FOR MORE
INFORMATION,
INCLUDING UPCOMING
EVENTS AND HOW TO
GET INVOLVED, VISIT
ARTOWN.ORG

Art, & Community & Transformation



ANNIVERSARY
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Pink Martini
Featuring
China Forbes



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Michael Kaeshammer
on the Piano



7/24
Rhiannon Giddens
& The Old-Time Revue



7/26
The SteelDrivers



7/29
The Music of Billy Joel
& Elton John Starring
Michael Cavanaugh



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