



FOR IMMEDIATE RELEASE

Trace the Growth of Las Vegas with the Growth of its Casinos at the Casino Collectibles Show.

Dr. David Schwartz, author of a new book on the history of Vegas casinos, shares how Vegas prospered through three recessions and two pandemics

LAS VEGAS (April 30, 2025) — From a dusty desert to the pinnacle of American gambling, casinos were the driving force that grew Las Vegas from a local curiosity to a national obsession to a global destination. Casinos put Las Vegas on the map, and no one knows the story better than professor Dr. David Schwartz. So well, in fact, he recently published *Something for Your Money*, a history of casinos in Las Vegas. He will meet and greet attendees at the world's largest casino memorabilia expo, hosted annually by the [Casino Collectibles Association](#). Dr. Schwartz will be at the show on Thursday, June 12 from 2 p.m. to 3 p.m. The show runs Thursday, Friday and Saturday, June 12 -14, 2025, in Exhibit Hall D at the South Point Casino in Las Vegas.



David Schwartz is a gaming historian, and a professor at the University of Nevada, Las Vegas, where he teaches several classes including casino history. An Atlantic City, New Jersey native and former casino employee, Schwartz earned his Ph.D. in United States History from UCLA. His new book, *Something for Your Money*, shares stories about how Las Vegas became—and stayed—America's gambling capital, focusing on the casinos that made it famous and the hustlers, gangsters, number-crunchers, and dreamers who built them. Since the advent of corporate ownership in the 1970s, the story has gotten more interesting as casinos weathered three recessions and a pandemic, emerging stronger than ever.

About the Show



The Casino Collectibles Association's 32nd annual show is a must-see event for anybody who is fascinated by gaming history. The show features the greatest single-location collection of the iconic artifacts and mementos that bring casino history, and memories, to life. Many are symbols of past gaming grandeur that are gone or becoming rare; souvenirs from when the casinos wanted customers to pocket their branded keepsakes as reminders of a memorable experience. Things like gaming chips of all denominations, gaming tokens, dice, slot cards, playing cards, matchbooks, ashtrays, menus, dinnerware, swizzle sticks, casino photos, post cards, signs, table felt – just about anything a casino could put its name on. Over 50 worldwide dealers will be on hand to offer attendees the unique opportunity to examine, buy, sell, or trade casino collectibles.

The exposition is the annual educational effort of the Casino Collectibles Association, a non-profit club with hundreds of members who passionately share the hobby of collecting and preserving the past. Show hours are June 12, 10 AM – 5 PM (admission \$10), June 13, 9 AM – Noon (admission \$5), and admission is free from Noon to 4 PM June 13 and from 9 AM until 4 PM on June 14. Admission is free every day for First Responders, Active Military and Casino Employees with appropriate ID.

###

Visit us on social media:

[Facebook](#)

[Instagram](#)

[YouTube](#)

Download high resolution photo of David Schwartz at <https://ccgtcc.com/uploads/event/39/David-Schwartz-News-Release-Photo>

Download high resolution photos of the world's largest casino chip and collectables show and the CCA logo at <https://ccgtcc.com/uploads/event/18/CCA-Convention-Photos-for-Media-Use>

ABOUT THE CASINO COLLECTIBLES ASSOCIATION

The [Casino Collectables Association](#), (CCA) is a non-profit 501 (c)(3) club devoted to the hobby of collecting casino memorabilia and preserving casino gaming history. The club is a resource for information and history of gaming artifacts and annually hosts the world's largest casino collectibles show – this year June 12 -14 at the South Point Casino in Las Vegas. For more information, visit the club's recently updated website at <https://www.ccgctcc.com>.



An educational project of the CCA, the [Museum of Gaming History](#) (MoGH) comprises an expanding series of fascinating casino memorabilia kiosk exhibits in Las Vegas located within The El Cortez and Plaza casinos, and the Mob and National Atomic Testing museums and Spinettis Gaming Supplies. It is also the home of the [ChipGuide](#), an online catalog of over 334,000 collectible items from 32,000 casinos worldwide. MoGH plans are underway to expand public access to the club's treasure trove of casino history.

Editor's note: The Casino Collectibles Association is the dba of the Casino Chip & Gaming Token Collectors Club.

MEDIA CONTACT:

Brad Smith, PR Director for CCA and MoGH

740-244-7445

brad@theMoGH.org