



FOR IMMEDIATE RELEASE

Casino History, Captured in an Iconic Plastic Stir Stick.

Pam Ashlund, the “Queen of Swizzle”, will mingle with attendees and present a swizzle stick seminar June 13 at the World’s Largest Casino Memorabilia Show



LAS VEGAS (May 5, 2025) — Pam Ashlund is a passionate collector and the founder of the Swizzle Stick Collectors Club (SSCC), whose mission is to celebrate and preserve the humble swizzle stick as both a collectible and an art form. With over 50,000 swizzle sticks in her collection, she has earned the moniker of the “Queen of Swizzle.” Ashlund will share her fascination with these simple yet iconic connections to the past, and the stories of the bars, restaurants, hotels, and casinos they represent on day one of the World’s Largest Casino Memorabilia Show. She will present the importance of the swizzle stick as a casino souvenir at the non-profit [Casino Collectibles Association](#)’s annual show via a free



seminar on Friday, June 13 at 3 pm. Earlier that day at 11 am Ashlund will be on hand to meet, greet, sign autographs and take selfies on the show floor in the South Point Casino's Exhibition Hall D.

About the Show

The Casino Collectibles Association's 32nd annual show runs June 12 -14, 2025. It 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 9 AM – 4 PM June 14. Admission is free every day for First Responders, Active Military and Casino Employees with appropriate ID.

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Download high resolution photo of Pam Ashlund <https://ccgtcc.com/uploads/event/40/Pam-Aslund-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 Collectibles Association](https://www.ccgcc.com), (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.ccgcc.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.

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