

Beat: Health

## **DOWNTOWN LAS VEGAS, LIFE IS BEAUTIFUL IS A WAY TO CONQUER FEARS AND CHASE DREAMS**

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**USPA NEWS** - Life is Beautiful is an inspirational company dedicated to helping people conquer their fears and chase their dreams. Its signature project, the Life is Beautiful Festival was founded by Rehan Choudhry in 2013 and launched in October of that same year...

Life is Beautiful is an inspirational company dedicated to helping people conquer their fears and chase their dreams. Its signature project, the Life is Beautiful Festival was founded by Rehan Choudhry in 2013 and launched in October of that same year as a highly successful lifestyle event featuring marquee musicians, chefs, artists and speakers.

Held in the heart of Downtown Las Vegas, Life is Beautiful attracted more than 60,000 attendees in its first year, grew to more than 90,000 attendees in its second year and expanded to a three-day festival.

For the third year in a row, the festival will showcase another round of top international artists who will be creating large-scale murals and installations. Also making its debut at the festival is the immersive ART MOTEL exhibition that will feature local and regional artists and creators.

Downtown Las Vegas is the central business district of Las Vegas, Nevada. It is the original townsite and was the gambling district of Las Vegas prior to the Strip, and the area still incorporates downtown gaming. As the urban core of the Las Vegas Valley, it features a variety of hotel and business highrises, cultural centers, historical buildings and government institutions, as well as residential and retail developments. (Wikipedia)

Line-Up :

Stevie Wonder, Imagine Dragons, Kendrick Lamar, Duran Duran, Hozier, Snoop Dogg, Weezer, Major Lazer, Death Cab For Cutie, Chance The Rapper, Brandon Flowers, Kygo, Atmosphere, Twenty One Pilots, KNIFE PARTY, Porter Robinson (live), Thievery Corporation, Edward Sharpe And The Magnetic Zeros, Metric Awolnation, Walk The Moon, Carnage, Run The Jewels, Rebelution, Madeon, Future Islands, Robin Schulz, Soja, Griz, Royal Blood, Glass Animals, Lindsey Stirling, Clean Bandit, Best Coast, and lot more...

### **Article online:**

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