



## FACT SHEET

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### **ABOUT THE EVEL KNIEVEL EXPERIENCE:**

Coming to Las Vegas this June, The Evel Knievel Experience: An Interactive Museum of America's Original Daredevil celebrates the life, legacy and larger-than-life persona of legendary American stunt rider and entertainer Evel Knievel. The experience traces its evolution from a single iconic jumpsuit into an expansive archive of the largest collection of Evel Knievel artifacts in the world, including items from the Knievel family. First brought to life as the award-winning Evel Knievel Museum in Topeka, Kansas, the attraction earned international recognition, including a prestigious THEA Award by the Themed Entertainment Association, placing it among the most notable entertainment experiences in the world. Now reimaged for a global audience, The Evel Knievel Experience in Downtown Las Vegas' vibrant Arts District transforms the collection into an interactive destination bringing Knievel's story to life through historic artifacts, documents, photographs, immersive experiences, a retail store and more.

### **ABOUT EVEL KNIEVEL:**

Evel Knievel was born Robert Craig Knievel on October 17, 1938, in Butte, Montana. After a 1956 motorcycle crash during a police chase, he was jailed for reckless driving. While in jail, he was nicknamed "Evel Knievel" to rhyme with another inmate, "Awful Knofel." He kept the misspelling to match his name and avoid being seen as "evil." Beginning with a 1966 jump over two pickup trucks, his career quickly escalated to include more legendary jumps, including the fountains at Caesars Palace, Snake River Canyon and 13 buses inside Wembley Stadium. Frequently featured on ABC's "Wide World of Sports," he became one of the most-watched performers of his time. Earning a reputation for keeping his word, Evel believed that once he promised a stunt—no matter how dangerous—he had to follow through, even if it risked his life. He was also known for promoting an anti-drug message, often speaking to crowds before his jumps. His values of honesty and staying drug-free became a central part of his public image.



## KEY ARTIFACTS ON DISPLAY:

- **Evel Knievel Jumpsuits** – The iconic red, white and blue jumpsuits sparking the original collection and symbolizing the showmanship and fearless persona that defined Knievel’s career.
- **“Big Red” Mack Truck and Trailer** – Knievel’s legendary transport rig, fully restored by a team of more than 90 craftsmen, serving as a rolling symbol of his larger-than-life touring presence.
- **The Snake River Canyon Skycycle X-2** – Built by engineer Doug Malewicki and former NASA engineer Robert Truax, the steam-powered rocket cycle was used in the Snake River Canyon jump attempt.
- **Evel Knievel’s Caesars Palace Helmet** – While attempting to jump over the fountains at Caesars Palace, Knievel landed short, crashing violently and suffering multiple injuries that left him in a coma for 29 days. View the iconic helmet that saved his life.
- **In addition**, the collection includes a vast range of artifacts—from his personal wardrobe to custom Cadillacs—representing the most comprehensive assemblage of Evel Knievel memorabilia.

## INTERACTIVE EXPERIENCES:

- **Evel Knievel Virtual Reality 4D Jump** – Developed in partnership with Dimensional Innovations, the custom 4D virtual reality jump experience allows visitors to sit on a rumbling motorcycle, place a custom helmet on and experience a recent death-defying jump by Doug Danger. Participants will jump over 16 cars as wind blows, experiencing the feeling of Evel Knievel flying through the air (without the risk of breaking bones).
- **Jump Planner** – Visitors can explore planning their own daring jump to determine if they’ll successfully land the stunt.
- **Bad to the Bones** – An interactive display of Knievel’s famous crashes and broken bones.

## FAMOUS JUMPS AND RECORDS:

- **Caesars Palace Fountains (1967)** – While in Las Vegas, Knievel saw the fountains and decided to jump them. His takeoff was perfect, but he landed



short, crashing violently and suffering multiple injuries that left him in a coma for 29 days.

- **Attendance Record and 19-Car Jump (1971)** – Knievel pressed on, setting attendance records with more than 100,000 tickets sold at the Houston Astrodome and successfully jumping 19 cars in California.
- **50 Stacked Cars (1973)** – Following a crash in 1972 that resulted in a broken back and concussion, Knievel returned in 1973, successfully jumping 50 stacked cars in Los Angeles – a record that stood for 35 years and cemented his legacy as one of history’s most fearless stunt performers.
- **Snake River Canyon Jump (1974)** – After failing to gain approval to jump the Grand Canyon, Knievel shifted his focus to the Snake River Canyon in Idaho. He leased land near Twin Falls, Idaho, famously claiming he had “bought his own canyon.” To make the jump possible, he worked with engineer Doug Malewicki and former NASA engineer Robert Truax to build a steam-powered rocket cycle, the Skycycle X-2. During the launch, the parachute deployed too early, causing drag that prevented him from clearing the canyon. The craft drifted down into the canyon, landing near the river. Despite the failed jump, Knievel survived with only minor injuries.
- **Wembley Stadium Jump (1975)** – In front of 90,000 fans at Wembley Stadium in London, he crashed while attempting to jump 13 buses. Despite breaking his back, Knievel addressed the crowd, announced his retirement and refused a stretcher—famously walking off the field, saying, “I came in walking, I’m going out walking.”
- **Kings Island Jump (1975)** – Knievel returns from retirement, successfully clearing 14 Greyhound buses at Kings Island in Ohio. Despite a rough landing that broke his Harley-Davidson’s frame, he set a 163-foot record and achieved the highest ratings in ABC’s “Wide World of Sports” history.
- **Shark Jump (1977)** – Evel planned a televised jump over a tank of live sharks in Chicago, inspired by “Jaws.” During rehearsal, he crashed into a cameraman, breaking his arms and causing the man



to lose an eye. Deeply shaken, Knievel withheld the footage for years and officially retired from major stunts, shifting to speaking appearances instead, saying “a professional should know when to stop.”

**EVOLUTION OF THE  
EVEL KNIEVEL  
EXPERIENCE:**

As the predecessor to the Las Vegas-based experience, The Evel Knievel Museum located in Topeka, Kansas, was created in 2017 to compile and preserve authentic Evel Knievel artifacts, documents and photographs for future generations, educating them on the cultural impact Evel Knievel had on a generation of fans in the 1970s.

**KEY FIGURES  
BEHIND THE  
EXPERIENCE:**

- **Lathan McKay** – A visionary collector and co-founder began his collection with the acquisition of a single Evel Knievel jumpsuit and later acquired rare artifacts that serve as the foundation of the attraction.
- **Mike Patterson** – Co-founder of The Evel Knievel Museum, Patterson led the ambitious restoration of Knievel’s “Big Red” Mack truck and was the driving force bringing the museum concept to life in Topeka and eventually Las Vegas.
- **Jim Caplinger** – Topeka-based attorney and co-founder who played a critical role in developing the museum from a private collection into a world-class attraction. Prior to his unexpected passing, Caplinger was instrumental in guiding the project’s early growth and vision.
- **Rob Steele** – Businessman and key partner in the project’s expansion to Las Vegas. After purchasing Evel’s vintage 1970s yacht, Steele joined the team to help bring the Evel Knievel Experience to a global audience.
- **Joe Pennington** – Dedicated longtime volunteer at the Topeka museum known for enhancing the guest experience; brought into the Las Vegas expansion to help carry forward the spirit and storytelling of the original attraction.

**SQUARE FOOTAGE:** 20,000 square feet



<b>PRIVATE EVENTS:</b>	The Evel Knievel Experience will eventually be available for private and corporate events, including full buyouts. For more information, contact <a href="mailto:info@EKExperience">info@EKExperience</a> .
<b>MERCH SHOP:</b>	The Evel Knievel Experience gift shop offers gifts, apparel and memorabilia such as licensed apparel, toys and genuine archival items in-store or online.
<b>ABOUT THE HAPPY LANDINGS CAFÉ:</b>	Beverages and light snacks will be available for purchase.
<b>PHOTOS &amp; VIDEO:</b>	Click <a href="#">here</a> .
<b>OPENING DATE:</b>	The Evel Knievel Experience opens June 27, 2026.
<b>ADMISSION PRICE AND TICKET TYPES:</b>	<ul style="list-style-type: none"><li>● General admission is \$35.</li><li>● Virtual Reality 4D Jump add-on is \$15 per person.</li><li>● Youth tickets (ages 6-12) are \$16.</li><li>● Children 5 and under are free.</li><li>● Discounts are also available for groups of eight or more, locals and military members. A valid ID is required for all discounted tickets.</li></ul>
<b>HOURS OF OPERATION:</b>	Open daily starting at 10 a.m.; last ticket sold at 8 p.m. Closed for Thanksgiving and Christmas. The experience is self-paced, with most guests spending around 90 minutes exploring.
<b>ADDRESS:</b>	1001 South First Street Las Vegas, NV 89101
<b>PARKING:</b>	Parking is available at a convenient on-site lot for \$4 per hour.
<b>WEBSITE:</b>	<a href="http://www.ekexperience.com">www.ekexperience.com</a>
<b>SOCIAL MEDIA:</b>	<a href="#">Instagram</a> and <a href="#">Facebook</a>
<b>MEDIA CONTACTS:</b>	Vanessa Thill/Erika Pope The Vox Agency <a href="mailto:vanessa@thevoxagency.com">vanessa@thevoxagency.com</a> , <a href="mailto:erika@thevoxagency.com">erika@thevoxagency.com</a> (469) 226-4723, (702) 249-2977



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