



# Press Kit

Valley of Fire Visitor Center  
Nevada Division of State Parks  
11/22/2025



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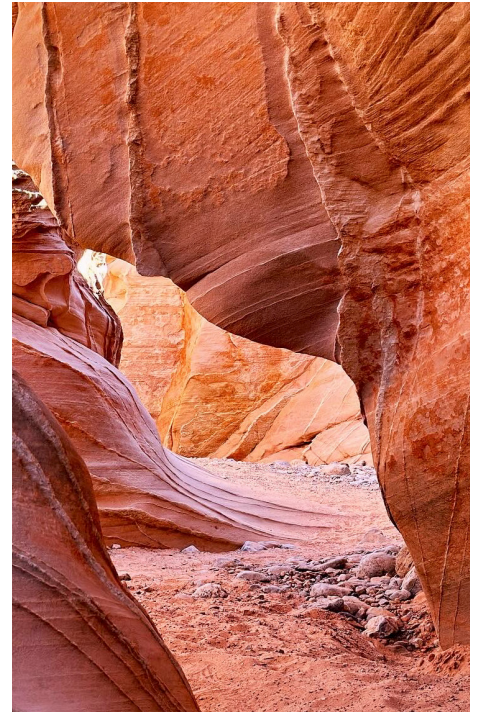
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# Valley of Fire State Park

## A Brief History

Valley of Fire features striking red Aztec sandstone formations, formed during the Jurassic period from wind-blown sand after inland seas receded. Evidence of human life in the area dates back thousands of years, with petroglyphs carved by the Ancestral Puebloan and Paiute cultures still visible today. A road built in 1912 opened the area to motorists, and in the 1920s, the name “Valley of Fire” was coined by an AAA official captivated by the fiery glow of the sandstone at sunset. In 1933, the Civilian Conservation Corps built the first park facilities, and it has since expanded to more than 40,000 acres of breathtaking multicolored rock formations and historic sites.



Seven Wonders Loop Trail

Welcome to Valley of Fire State Park! I’m thrilled to have been involved in the design of our new visitor center from the very beginning and I’m excited to finally share our ideas. Ensuring that the new visitor center serves as a vibrant hub for educational experiences, fosters responsible park recreation, and promotes stewardship of this treasured site has been a top priority.

- **Randy Denter, Park Supervisor**



Mouses Tank Road along Rainbow Vista

# About the Visitor Center





Amphitheater

## A Modern Landmark in the Desert

With a \$30 million investment, Nevada State Parks has transformed the Valley of Fire Visitor Center into a state-of-the-art, sustainable destination that honors the park's natural beauty while preparing it for the future. Designed as a Net-Zero Energy Building, the new facility operates with no net carbon emissions, thanks to integrated solar panels and advanced energy-efficient systems. Visitors will find modernized restrooms, a first-aid medical room, and a newly built amphitheater designed for ranger talks and community events, all supporting comfort and safety in one of Nevada's remote locations. One of the building's most striking features is the rough canyon wall incorporated into the main exhibit hall, creating a powerful connection between the architecture and the surrounding landscape. The project also expands the visitor experience beyond the center itself, with four new hiking trails, including one that is ADA-accessible, allowing even more people to enjoy the park's iconic red-rock scenery.

This major reinvestment not only modernizes critical infrastructure but also strengthens Valley of Fire's reputation as a world-class destination. Inside, visitors will find engaging exhibits that highlight the park's natural and cultural history, along with spaces that support education, community programs, and accessibility for all. Together, these improvements ensure that Valley of Fire remains a place where innovation and preservation work hand in hand, creating a lasting connection between people and the desert that defines this extraordinary park.

**The new Valley of Fire Visitor Center will be open to the public on a limited schedule as final exhibit installations and exterior enhancements are completed. After the ribbon is cut, guests are welcome to visit Friday through Sunday from 10:00 AM to 2:00 PM, during which staff are available to provide information, assistance, and educational resources. Expanded hours will be introduced as the remaining phases of the project are finalized.**

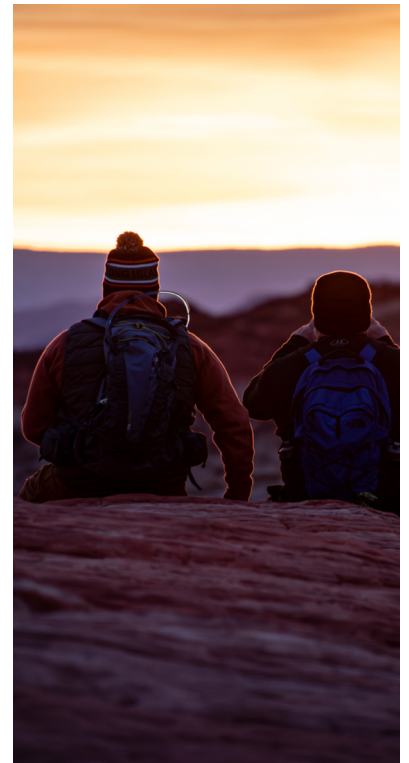


New Visitor Center

# A Look Back at the Original Visitor Center

The original Valley of Fire Visitor Center, constructed in 1969, played a defining role in shaping the public's relationship with Nevada's oldest state park. For more than five decades, it served as the primary gateway for visitors, offering interpretive exhibits that explored the park's geology, desert ecology, petroglyphs, and cultural history. As visitation steadily increased, eventually surpassing 700,000 annual visitors, the facility faced growing challenges related to space, infrastructure, and its ability to support modern visitor needs.

Now that the original building is no longer in active use, it remains an important part of the park's story. While it currently stands empty, there are ideas floating around regarding its future, with discussions centered on how it may continue to contribute to the visitor experience and overall mission of Valley of Fire State Park.



Fire Wave at Sunrise



Old Visitor Center



New Visitor Center

# Talks and Programs

**Nevada Department of Wildlife-** Doug Nielsen on Desert Animals

10:30 AM Amphitheater

**Nevada Division of State Parks-** Dawn Reynoso on Geology

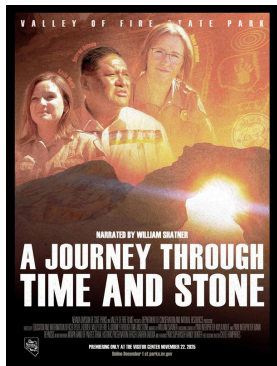
11:00 AM Amphitheater

**Josh Bonde** on Nevadadromeus Talk

11:30 AM Amphitheater

**Kendal Scott** on Outdoor Ed

12:00 AM Amphitheater



Movie Poster

**A Journey Through Time and Stone**  
narrated by **William Shatner**

11:00 AM Premiering at 11am in the indoor theater and showing every 15 minutes from then on.

# Speakers



**Randy Denter**  
*Park Supervisor*  
Valley of Fire State Park



**Bob Mergell**  
*Administrator*  
Nevada Division of State Parks



**Walter Panzirer**  
*Trustee*  
The Leona M. and Harry B.  
Helmsley Charitable Trust



**Stavros Anthony**  
*Lt. Governor*  
The Leona M. and Harry B.  
Helmsley Charitable Trust

Courtesy Ltgov.nv.gov

# Run of Show

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**Remarks by Bob Mergell**

**9:30 AM Amphitheater**

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**Remarks by Randy Denter**

**9:35 AM Amphitheater**

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**Remarks by Walter Panzirer**

**9:40 AM Amphitheater**

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**Remarks by Lt. Governor Anthony**

**9:45 AM Amphitheater**

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**Ribbon Cutting and Opening**

**10:00 AM Amphitheater**

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Event Map

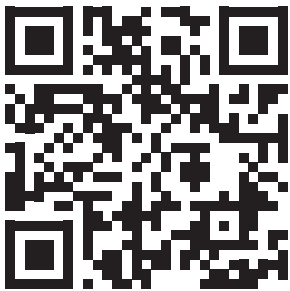
# Helmsley Donation

**The Leona M. and Harry B. Helmsley Charitable Trust** is honored to grant \$7 million to build a new visitor center at Valley of Fire State Park. The new visitor center will provide the opportunity for hundreds of thousands of visitors each year to explore and learn about the park's rich landscape, history, and ecology. Much of Helmsley's work across Nevada and around the world is focused on improving health outcomes. Research has shown that spending time outdoors and being active is keenly important to both physical and mental health. Projects like this expand access to some of the most beautiful parts of the country while educating and inspiring visitors to explore the great outdoors. To date, Helmsley's Rural Healthcare Program has invested over \$30 million in state and national parks.

# Assets



Images



Website



Helmsley Trust Website



Drone Footage

# Valley of Fire State Park

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