"What's His Name" is no way to address a 65-year old. When that senior citizen is a 14-foot Columbian Mammoth who roamed the region more than 11,000 years ago, getting the name right is a very big deal. Now through Oct. 12, the Nevada State Museum, Las Vegas is inviting the public to enter the Name the Mammoth Contest and suggest a name for its signature piece in celebration of National Fossil Day Oct. 17.

"We'll post three finalist names on Facebook Oct. 15 and we're asking the public to vote from the 15 th to 18th," said Museum Director Dennis McBride. "We're hosting an exhibit from California's San Bernardino County Museum highlighting their new research and discoveries in the Upper Las Vegas Wash. We know people will want to come see what they've found and maybe they'll be inspired to name this fine mammoth specimen."

The winner will receive a Nevada State Museum membership, plush mammoth and a plaque with the winner's name will be added to the mammoth exhibit. Anyone can submit a first name suggestion along with the reason they chose that name. To submit an entry, visit the museum or email the museum's education curator at sirvin@nevadaculture.org.

Nevada's mammoth greets visitors front and center as they enter the permanent exhibit area of the Nevada State Museum, Las Vegas, which is also celebrating in October its first birthday in its new \$51 million home on Valley View Boulevard at the Springs Preserve.

"People stand in awe, some kids scream in fear, some of our taller visitors reach up and try to touch the tusks," McBride said. "Most take pictures so they can remember this magnificent animal who roamed Nevada."

