

## **The Pool After Dark at Harrah's Resort To Debut Major Enhancements in Celebration of its 10<sup>th</sup> Anniversary**

*Newly-revamped Pool After Dark is set to open March 2017 as the nightclub celebrates 10 years of success in Atlantic City*

Atlantic City, NJ (12/6/2016) - One of the East Coast's hottest nightlife destinations, **The Pool After Dark at Harrah's Resort**, is about to raise the bar once again when it undergoes a multi-million dollar transformation, just in time for its 10<sup>th</sup> anniversary next year. The enhancements are set to be completed by early March 2017.

The upgrades to the nightclub are part of Caesars Entertainment's previously announced \$180 million in capital investments and improvements in the Atlantic City market, including a \$30 million guest room and suite renovation, a brand new fitness center and its \$125 million state-of-the-art Waterfront Conference Center at Harrah's Resort.

The Vegas-style nightclub and celebrity hotspot will close the year in A-list fashion after its New Year's Eve celebrations following its **Wet n Wild Wednesday** party on January 11, 2017. The Pool After Dark will undergo a large-scale enhancement project that will include a new stage to host performances by today's hottest artists; a new, elevated deejay booth with an eye-catching LED video wall as it's focal point; and an

updated sound system, in addition to a redesigned Loft gaming area, upgraded cabanas, daybeds and lounge furniture and a revised, open floor plan. In keeping with The Pool's tropical oasis theme, all Jacuzzis will be refreshed, as well as the venue's main pool, the centerpiece of the nightlife experience.

"The Pool After Dark offers a truly unique nightlife experience here on the East Coast, offering party-goers the opportunity to see a performance by one of their favorite artists or deejays and try their hand at the hottest table game action in town, all within the ultimate pool party atmosphere," explains Alicia Jones, Director of Nightlife for The Pool After Dark.

Known for its signature bottle service, the re-designed Pool After Dark will also include a new entrance with the ultimate guest experience in mind, featuring 10 55-inch HD televisions, a celebrity "wall of fame" showcasing The Pool's long-list of bold-face names and notable guests.

"After a decade of first introducing Vegas-style nightlife to the market, with performances by today's top artists, deejays and celebrity clientele, Harrah's Resort is excited to further evolve The Pool After Dark in celebration of its 10<sup>th</sup> anniversary next year and continue to raise the bar in Atlantic City," explained Rick Mazer, Regional President of Harrah's Resort.

Named “Best Place to Spot a Celebrity” by Atlantic City Weekly, The Pool After Dark has hosted a wide-array of A-list names including Kim Kardashian, French Montana, 3LAU, Ciara, 50 Cent, P. Diddy, Jamie Foxx, Flo Rida, Lil Jon, The Chainsmokers, Nicky Minaj and many more.

Launching after the New Year, **Martorano’s at Harrah’s Resort** will offer a special *after-hours* experience starting at 11pm, including signature bottle service and a line-up of deejays on Wednesdays, Fridays and Saturdays, while The Pool is undergoing enhancements.

During this time, Harrah’s Resort guests will also be able to transport to Bally’s Atlantic City via Total Rewards shuttle and utilize the indoor pool free of charge.

For more information on After-Hours at Martorano’s, visit <https://www.caesars.com/harrahs-ac>. For additional information on The Pool After Dark, visit <https://thepoolafterdark.com>.