

HARRAH'S CHEROKEE CASINO RESORT CELEBRATES OLMSTED UNVEILING AT ASHEVILLE ARBORETUM



Cherokee, N.C., April 26, 2016 - On Friday, the Asheville Arboretum unveiled and dedicated a new statue of Frederick Law Olmsted. Olmsted, considered the father of Landscape Architecture, designed notable public spaces such as New York's Central Park, The Biltmore Estate, the Emerald Necklace in Boston, the grounds at Stanford University, and much more.

Zeke Cooper, Grounds Property Manager at Harrah's Cherokee Casino Resort took part in the festivities Saturday by sharing the significance of Olmsted and his impact on American landscapes everywhere. "[Olmsted] was one of the greatest Americans that has ever lived. Helping pay homage to him today was truly an honor for me and something I will always cherish. His work was amazing, will never be duplicated and millions of Americans utilize the parks he designed each day."

Following the dedication, Cooper, along with Asheville-based Landscape Architect Greg Cloos, led a "Design Your Own Landscape" event for kids. The event allowed children (and adults) to interact with plants and learn how to best utilize them in landscaping. Harrah's Cherokee Casinos donated \$1,000 in gardening supplies for the event.



Cooper also took the opportunity to educate those in attendance on good eco-friendly gardening practices. "CODEGREEN living is something that's important to Harrah's and myself. Olmsted himself was a big conservationist, so I know that we're doing right by him."

About CODEGREEN:

Harrah's Cherokee takes pride in their pledge to the environment through Caesars' CODEGREEN program. CODEGREEN's goals are to reduce targeted greenhouse gas emissions, increasing energy and water savings and reducing waste. Over the years, Harrah's Cherokee properties have made multiple business improvements which directly benefit the environment. In 2015 Harrah's Cherokee Casino Resort installed a highly efficient lighting system in their casino parking garage. And in 2016 employees at Valley River Casino & Hotel planted a garden to help support the employee dining room.

About [Harrah's Cherokee Valley River Casino & Hotel](#):

An enterprise of the Eastern Band of the Cherokee Nation, Harrah's Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. The Cherokee County, NC facility features 50,000 square feet of gaming space with over 1,000 slots and 70 traditional table games, food court and a 300-room, full service hotel.

About [Harrah's Cherokee Casino Resort](#):

An enterprise of the Eastern Band of the Cherokee Nation, located in the heart of the Great Smoky Mountains of Western North Carolina, Harrah's Cherokee Casino Resort is celebrating 18 years of operation since opening its doors in November, 1997. The Casino has 150,000 square feet of gaming space, and offers traditional table games such as black jack, roulette and craps. The property also features over 1,100 hotel rooms, the Le Fu Men gaming area, 10 restaurants, the ESSENCE Lounge, the luxurious 18,000 square feet Mandara Spa and seven retail shops. In addition to the 56-acre property, guests have privileged access to the Eastern Band of the Cherokee Nation-owned Sequoyah National Golf Club, named one of Golf Magazine's best new golf courses.