



**MEDIA ALERT**

**HARRAH'S CHEROKEE VALLEY RIVER  
CASINO & HOTEL TO OPEN  
SEPTEMBER 28 AT 2PM**



**WHAT**

The long-awaited grand opening of Harrah's Cherokee Valley River Casino & Hotel is almost here!

Ground originally broke on October 15, 2013. The two year construction phase has created approximately 500 construction jobs. Upon completion, approximately 900 positions at the casino will be filled. Final touch-ups, game installs and employee training are currently underway.

**WHERE**

777 Casino Parkway  
Murphy, NC 28906  
*(Presently 56 Snap on Drive)*

**WHEN**

September 28 at 2pm.

About Harrah's Cherokee Valley River:

An enterprise of the Eastern Band of the Cherokee Nation, Harrah's Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. Upon completion, the Cherokee County facility will feature 50,000 square feet of gaming space with over 1,000 slots and 70 traditional table games, a five-outlet Food Market and a 300-room, full service hotel.