



For Immediate Release



SWAROVSKI

**JOINS THE RIVER SHOPS AT
HARRAH'S CHEROKEE CASINO RESORT
OPENS TODAY AT 10AM**

Cherokee, N.C., May 7, 2015

Harrah's Cherokee Casino Resort is proud to announce their latest retail opening at the River Shops. Swarovski will open inside the STUDIO store at 10am.

Swarovski is known for its jewelry, watches, sparkling crystal figurines and home accessories.

The Rivershops are located on the second floor of the casino and open to guests of all ages. For more information on Harrah's Cherokee Casino Resort's shopping experience, visit HarrahsCherokee.com

About Harrah's Cherokee Casino Resort:

An enterprise of the Eastern Band of the Cherokee Nation, Harrah's Cherokee Casino Resort is located in the heart of the Great Smoky Mountains of Western North Carolina. 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 foot 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.