



Harrah's Cherokee Casino Resort CDP Associate David Smoker cleared brush at a residence in Big Cove during the eleventh annual Cherokee Day of Caring event. The annual community service day had more than 200 volunteers participate from the local community.

For Immediate Release

Harrah's Cherokee and Tribal Entities Volunteer for Cherokee Day of Caring

Cherokee, N.C., May 21, 2015 - Paint-stained pants, saw-dust covered shoes, and sweaty clothes were the standard attire for volunteers at the eleventh annual Cherokee Day of Caring on Thursday, May 14.

More than 200 volunteers from Harrah's Cherokee Casino Resort, tribal entities, and the community traveled to 10 sites across the Cherokee region to assist their

neighbors in need.

What started out as a conversation between Harrah's Cherokee, the Cherokee Preservation Foundation, and the Eastern Band of Cherokee Indians in 2005 has evolved into a yearly community-wide outreach event. This year, a group of volunteers even came from out of state to help.

"We have grown from having just a few hammers, nails, and 2x4s to completing full-on home renovations with handicap ramps, landscaping, and deck building," Janna Hyatt, Harrah's Cherokee community relations specialist, said. "Now, we have hundreds of volunteers who show up to assist people they may or may not know."

The daylong event builds on the Cherokee ga-du-gi tradition of community service. Each community club within the 10 communities on the Qualla Boundary nominates a beneficiary for the volunteer day.

"I am so appreciative of the nomination from the Big Cove Community Club. I can't believe all these people who don't even know me came to help," Cassandra Hill, Big Cove resident said. "Being a single mom of two kids, I wouldn't have been able to do all this work by myself."

More than a dozen volunteers, including several from Harrah's Cherokee's HERO program helped clear Hill's yard, plant flowers, replace a walkway, and reinforce her porch.

"Cherokee Day of Caring is a great opportunity to help our neighbors and give back to the community," Jan Stubbs, Harrah's Cherokee Casino Resort CDP associate, said. "It was also great to get to know my co-workers outside of our normal work environment."

This year, Cherokee Day of Caring was sponsored by Harrah's Cherokee Casino Resort, The Cherokee Preservation Foundation, Office of Principal Chief Hicks, Cherokee Boys Club, EBCI Housing Division, and EBCI Facilities Management.