



Harrah's Cherokee Casino Resort Selected as 2014 Outstanding Business in Philanthropy



Harrah's Cherokee Casino Resort was recognized as the 2014 WNC Outstanding Business in Philanthropy at the Association of Fundraising Professionals 23rd Annual Philanthropy Day Celebration on Tuesday, November 18. Pictured from left to right: Harrah's Cherokee Casino Resort Community Relations Specialist Janna Hyatt, Harrah's Cherokee Casino Resort Regional VP of HR and External Relations Jo Blaylock, MANNA FoodBank Executive Director Cindy Threlkeld, MANNA FoodBank Chief Development Officer Donna Ensley, and Harrah's Cherokee Casino Resort Community Relations Manager Craig Day.

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Harrah's Cherokee Casino Resort was selected as the recipient of WNC Association of Fundraising Professionals' (AFP) 2014 Outstanding Business in Philanthropy Award.

As a leading employer in Western North Carolina, Harrah's Cherokee has been giving back to the region's communities since it opened its doors 17 years ago. Community

involvement is part of the Caesars Entertainment Code of Commitment and Harrah's Cherokee focuses on making local communities healthy and vibrant places to live and work. The company concentrates its giving in the seven western counties of North Carolina and focuses on organizations that benefit health and wellness, senior citizens, education, cultural and resource development, as well as benefitting civic and environmental initiatives.

"This month marks the 17th Anniversary of Harrah's Cherokee, and looking over the years, we have had the chance to grow and get to know so many local non-profits," Harrah's Cherokee Casino Resort Regional VP of HR and External Relations Jo Blaylock said. "It is a pleasure and an honor for us to get involved and support various missions and make a difference in the communities our employees live in."

So far in 2014, Harrah's Cherokee has worked with more than 70 local organizations through volunteer events and fundraising efforts, and employees have volunteered more than 15,000 hours. Since 2007, Harrah's Cherokee has made monetary and in-kind sponsorships and donations totaling more than \$1.8 million. The property has strong relationships spanning several years with various Cherokee tribal programs, the American Cancer Society, PAWS Animal Shelter, MANNA FoodBank, NC Senior Games, Western Carolina University, and many others.

"Both the employees and Harrah's Cherokee as a business play active roles in local community life," AFP President Alex Comfort said. "It's wonderful to see them look for opportunities to use their employees' skills, passion, and resources to make life in the community better."

Harrah's Cherokee was nominated for the Outstanding Business in Philanthropy Award by MANNA FoodBank Chief Development Officer, Donna Ensley.

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 feet Mandara Spa and seven retail shops. In addition to the 56-acre property, guests have privileges access to the Eastern Band of the Cherokee Nation-owned Sequoyah National Golf Club, featuring a par-72, 6,600 yard, 18 -hole Robert Trent Jones II-designed resort golf course.