



## Harrah's Cherokee Casino Resort Employees Volunteer 21,179 Hours



Harrah's Cherokee Casino Resort employees Chris Lillard, David Goldstein, and Steven Seibert (pictured left to right) volunteered with the property's HERO program to clean up roadsides in Cherokee last summer. Employees volunteered more than 21,000 hours during 2014 through roadside clean ups, supply drives, and various other volunteer events.

**FOR IMMEDIATE RELEASE:**

### **Cherokee, N.C., January 23, 2015**

Cherokee, N.C., January 22, 2015 - Harrah's Cherokee Casino Resort employees gave 21,179 hours of volunteer service in 2014, surpassing the property's goal and reinforcing a long-standing culture of volunteerism. Employees volunteered in the community on their own and participated in the property's volunteer program, Harrah's Employees Reaching Out (HERO).

"We are passionate about being part of the communities we are privileged to serve," Harrah's Cherokee Casino Resort Regional GM & SRVP Brooks Robinson said. "Volunteering is a way of engaging the community, developing ourselves as individuals, understanding the needs of others, and having fun."

Since 2012, Harrah's Cherokee employees have nearly doubled their volunteer hours, and 2014 marks the sixth year that employees have contributed more than 5,000 service hours to local communities. While volunteerism has been a strong focus at Harrah's Cherokee since the property opened in 1997, Robinson challenges employees each year to increase volunteer hours and become active community members.

"Harrah's Cherokee strives to help make local communities healthy and vibrant places to live and work," Harrah's Cherokee Casino Resort Regional VP of HR and External Relations Jo Blaylock said. "The company concentrates its giving and volunteering to the seven western counties of North Carolina and focuses on organizations that benefit health and wellness, senior citizens, education, cultural and resource development, civic, and environment." This year, in addition to regularly scheduled volunteer events like blood drives, supply drives for food pantries, and participating in the Cherokee Day Parade, HERO volunteers also collected 10,264 needed items for the Cherokee Public Health and Human Services division and volunteered at the first-ever WNC Appalachian Medical Mission in Andrews, N.C.

Throughout 2014, Harrah's Cherokee worked with more than 70 local organizations through volunteer events and fundraisers. The property's efforts were recognized in November when Harrah's Cherokee was selected as the recipient of the WNC Association of Fundraising Professionals' (AFP) 2014 Outstanding Business in Philanthropy Award.



Jesse Lambert (left) and Angel Burrell (right) spent the day landscaping the grounds at Eliada Children's Home in Asheville with their Harrah's Cherokee Casino Resort coworkers. Over the past year, Harrah's Cherokee has assisted more than 70 local non-profits through volunteer events and fundraisers.

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.