



Harrah's Cherokee Casino Resort Partners With Local Production Agency.

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Harrah's Cherokee Casino Resort is proud to announce the airing of two television commercials produced by local production company, Raven's Eye, Inc. Raven's Eye is owned and operated by Chris McCoy and Bear Allison; both members of the Eastern Band of the Cherokee Indians. The first of two 30-second spots began airing February 16.

Between 2008 and 2013, Raven's Eye assisted with several projects at Harrah's Cherokee. In 2014, Raven's Eye owned and produced multiple photo shoots for the casino, including the 5-day, on-set commercial production, held December, 2014.

"We are very pleased to work with a local company that has ties to the tribe," said Leeann Bridges, Regional Vice-President of Marketing. "Raven's Eye has repeatedly proven itself to be a professional company who produces quality product. Our new commercials highlight our beautiful property and all there is to do here."

Television viewers in Atlanta, Charlotte, Greensboro, Winston-Salem, Eastern Tennessee, Greenville-Spartanburg and Asheville will have an opportunity to view the commercial, also available on the web at Youtube.com.