

For Immediate Release

Harrah's
CHEROKEE
CASINO RESORT



HARRAH'S CHEROKEE, TRIBAL LEADERS BREAK GROUND ON 30-MONTH EXPANSION PROJECT

CHEROKEE, NC - June 26

With the ground exposed from a months-long archaeological excavation, Harrah's Cherokee Casino Resort, along with Tribal leaders, officially broke ground this morning on their newest expansion. The \$250 million project will add 83,000 square feet of meeting space, a parking garage and over 700 hotel rooms to the already bustling resort.

Brooks Robinson, Regional Senior VP and GM opened the lineup of speakers with a show of thanks. "I wanted to recognize for their support and confidence, Principal Chief Richard Sneed, Vice Chief B. Ensley and Tribal Council. Without your help and support we could not make this project happen. On behalf of all 3,600 [Harrah's Cherokee] employees, thank you." Upon completion Harrah's

Cherokee Casinos will employ nearly 4,000 residents from Western North Carolina and surrounding states.

Principal Chief Richard Sneed was indeed confident for the success of the expansion. "We have something so unique here in Cherokee to offer. We have our culture, our stories, we have these beautiful mountains that surround us and I believe this is going to be a destination of choice for many conventions for years to come." He motioned to the archaeological site behind him saying, "I couldn't help but think about the people who lived here thousands of years ago. I can only wonder if they ever imagined that one day our people would be leaders in Indian Country, financial leaders in the state and region. This project really just represents the first phase of diversification [of Tribal investments] of many projects to come."



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[Photos from groundbreaking can be found here](#)



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ABOUT Harrah's Cherokee Casino Resort

An enterprise of the Eastern Band of Cherokee Indians, 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 with over 3,600 slot games and 150 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 privileged access to the Eastern Band of Cherokee Indian-owned Sequoyah National Golf Club. Harrah's Cherokee Casino Resort is also home to the UltraStar Multi-tainment center which features 24 bowling lanes, an

arcade, 3 bars and 200 seat restaurant with event stage.

ABOUT Harrah's Cherokee Valley River Casino & Hotel:

An enterprise of the Eastern Band of Cherokee Indians, Harrah's Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. The Cherokee County, NC facility features 50,000 square feet of gaming space with over 1,000 slot games and 70 traditional table games, The Food Market and a 300-room, full service hotel.

Harrah's Cherokee Casino Resort | 777 Casino Drive, Cherokee, NC 28719