



For immediate release:

Harrah's Cherokee Casinos First To Bring Innovative Guest Experience iDROPe to North America

Cherokee, NC - January 30, 2018

Harrah's Cherokee Casinos is excited to partner with Apogee Gaming (North American affiliate of Apex Gaming) for the release of its newest gaming device, iDROPe. The iDROPe is a cash, mailed offer and ticket validation device that allows for seamless transition from slots to table games. Its use of mailed offers breaks down a barrier that formerly required guests to visit a cashier before playing. Harrah's Cherokee Casinos are the first gaming facilities in North America to feature the exciting new product.

According to Joshua Vaught, Operations Director at Harrah's Cherokee Valley River, the real benefit for guests is time and convenience. "Promotional couponing can be accepted at the table instead of at the cage, and dealers can provide a ticket instead of the players leaving with all their chips. Our guests will love this service." Where before guests with mailed offers had to visit a cage to redeem their offer for chips, guests can now go straight to the tables and get straight to the fun.

Regional Vice President of Marketing, Brian Saunooke, is also excited about the flexibility this gives their players. "With our old system, our players were limited to where they could use the offers they earned: either on the tables or on slot machines. Now we can give them the flexibility to use their gaming offers at whichever game they want and to go from table game to slot as they please. Our guests expect Harrah's Cherokee Casinos to be cutting edge, so being the first casinos in North America to offer this service is just icing on a very big cake."

Learn more about iDROPe at Apex-Gaming.com/

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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.

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.

For further information contact:

[Michael Fisher](#)

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

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