



HARRAH'S CHEROKEE VALLEY RIVER OPENS TO THE GENERAL PUBLIC



FOR IMMEDIATE RELEASE

Monday, September 28, 2015 - Murphy, NC

Harrah's Cherokee Valley River Casino & Hotel opens doors to a raucous crowd of excited players today. The new property is a gambler's paradise offering lodging, exciting new dining options and some of the newest slots and tables in the south.

Harrah's Cherokee Valley River Casino & Hotel is sister property to Harrah's Cherokee Casino Resort, located in Cherokee, NC. Ground broke at the new casino in Murphy in October of 2013. Both properties are managed by Caesars Entertainment, LLC and owned by the Eastern Band of the Cherokee Nation.

During a private ceremony earlier in the morning, dignitaries and VIPs were treated to a performance by the Tsalagi Touring Group, an Eastern Band of the Cherokee Nation group who works to promote Cherokee cultural awareness through events and performances. Keynote speakers at the opening ceremony included Vice Chief Larry Blythe, Principle Chief Michell Hicks, Valley River General Manager Lumpy Lambert, Regional Senior VP and General Manager Brooks Robinson, and Global President of Caesars Entertainment, Tom Jenkin.

Tom Jenkin remarked, "This is truly a momentous occasion and we have a great deal to be proud of

here today at Valley River. On behalf of Caesars Entertainment, thank you for allowing us to play a role in the continued growth and transformation of this successful business."

Said Lumpy Lambert, "I have gotten to know the opening team of HCVR for the past several months, and I can't begin to explain how enthusiastic and eager Team Harrah's is! This team of service professionals is driven to deliver on our service commitments and give our guests the very best experience from day one."

"Aside from the significant economic impact," said Brooks Robinson, "we anticipate that the new Harrah's Cherokee Valley River Casino & Hotel will attract thousands of new and existing guests to this area each year, and will quickly become a regional favorite, as well as a solid contender in the gaming industry."

The doors swung open early at 1:30pm to let guests in. The sprawling line stretched around the side of the building and wove into the parking lot with a steady stream of traffic climbing Casino Parkway.

About Harrah's Cherokee Casino Valley River Casino & Hotel:

An enterprise of the Eastern Band of the Cherokee Nation, Harrah's Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. The Cherokee County facility will feature 50,000 square feet of gaming space with over 1,000 slots and 70 traditional table games, a five-outlet Food Market and a 300-room hotel. For career opportunities, please visit caesarsjobs.com.

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