

April has arrived on the Mississippi Gulf Coast, introducing warmth, energy, and the kind of fun-in-the-sun excitement that only the spring can bring. The feel good vibes are palpable; and with locals and visitors enjoying the scenic beauty of the coast, and April's annual Earth Day holiday on the horizon, it beckons us to be mindful of how we continue to keep the beautification of South Mississippi – and beyond - top of mind.

Coming off the heels of Earth Hour in March, and with this month's vitally important Earth Day fast approaching, I would like to share with you the environmental arm of Caesars Entertainment, CodeGreen. CodeGreen has been a fundamental pillar of our parent company's overall corporate social responsibility program for the last decade. Collectively, Caesars and its nearly 70,000 employees engage in environmental programs and sustainable business practices that provide tangible, low-carbon solutions to reduce water, energy and waste consumption. However, at Caesars Entertainment – and here at Harrah's Gulf Coast – we take it a step further. The key to long-lasting change is advocacy and education - two areas that we champion with our team members. Which leads me to introduce a very special team member at Harrah's Gulf Coast: Linda Donogriche.

Linda Donogriche has been a valued member of the Harrah's Gulf Coast family since 1994. In her 25 year tenure she has served in many roles, but most recently you may recognize her as one of our Senior Table Games Supervisors. When Linda isn't busy overseeing our action-packed table games, she's is an avid educator of CodeGreen at Home. CodeGreen at Home is an incentive program that encourages our team members to make sustainable changes in their personal lives. In the last four years, Linda has been a property champion for CodeGreen at Home. From purchasing a car with an Eco-boost engine, learning to compost, and teaching her coworkers how to participate and enact change on their own, she has been a trailblazer and influencer. So much in fact, that Linda was the #1 team member throughout all of Caesars Entertainment in the first quarter of 2018 in CodeGreen at Home submissions. Through her own efforts, and through assisting her colleagues, Linda helped make Harrah's Gulf Coast the most active CodeGreen property across the entire Caesars Entertainment Empire! When asked why CodeGreen at Home, Linda was quick to share that she began so she could reap the rewards from the incentive program. However, after seeing how small changes added up so quickly, and recognizing their lasting impact, she felt compelled to educate her fellow team members. Linda knows that together we can make meaningful environmental changes in our local community, with the hope that the ripple effects of those efforts create waves of change across our state, country and beyond.

This April, I hope that Linda's story will inspire you to evaluate how you too can live greener and implement more sustainable practices in your daily life. And together, Linda and I hope that you will come out and play with us this spring. With our scenic backdrop on the shores of the Gulf of Mexico, ideal seasonal temperatures, and beautiful sunsets, we believe you will understand why team members, like Linda, are inspired to protect its unique beauty.

Sincerely,
Kennedy Smith
Vice President of Marketing and Hospitality