



Harrah's Gulf Coast and Caesars Foundation to provide a \$10,000 dollar grant to Dolly Parton's Imagination Library

The charitable contribution will help United Way of South Mississippi further their mission to provide high-quality books to the children of South Mississippi

Suggested Tweet – Making a difference on the Gulf Coast!. [@HarrahsGC](#) and [@CaesarsFdn](#) provide a \$10,000 grant to [@UnitedWay_SM](#) for [@dollyslibrary!](#)

Biloxi, Miss. (March 25, 2016) – On March 29, [Harrah's Gulf Coast](#) and [Caesars Foundation](#) will proudly deliver a \$10,000 grant to the [United Way of South Mississippi](#) to help further their pledge of providing children in the community with high-quality, age-appropriate books as part of the [Dolly Parton Imagination Library](#). The philanthropic program provides 2,000 children in South Mississippi with a free book each month until the age of five, regardless of their household income. The Dolly Parton Imagination Library hopes to both foster a love of reading in young children and ensure that they are prepared to read at an age-appropriate level upon entering primary education. This grant from Harrah's Gulf Coast and Caesars Foundation will greatly impact the reach of the program in South Mississippi.

"Harrah's Gulf Coast, alongside our parent company, believes deeply in United Way's mission of Give, Advocate and Volunteer," said Jonathan Jones, general manager of Harrah's Gulf Coast. "Since the first day we called South Mississippi our home, our company and team members, have helped champion United Way's cause because we believe it's imperative to grow and improve the communities in which we work and live. A lot of that growth and improvement starts with education; and that's a sentiment that is shared by Caesars Foundation."

The dynamic and engaging books provided by the Dolly Parton Imagination Library, help the program make significant progress every year in improving readership among children. As of February 2016, more than 1,970 children were enrolled in the program, with 235 children on the waiting list. Harrah's Gulf Coast and Caesars Foundation's \$10,000 grant will enable United Way of South Mississippi to move 110 children off the program's current waitlist.

"We are extremely appreciative of our corporate partners, such as Harrah's Gulf Coast," said Cynthia Minton Walker, executive director of United Way of South MS. "They are invaluable to our grade-level reading initiative, and we hope that with their support we will continue to make strides through programs such as Dolly Parton's Imagination Library."

In addition to the \$10,000 grant, Harrah's Gulf Coast will donate an extra \$15,000 to the United Way of South Mississippi, for a total donation of \$25,000 charitable dollars. The \$15,000 contribution was raised in 2015 by the resort's team members through various fundraising

activities, including a kickball tournament, t-shirt sales, an employee golf tournament and payroll deductions.

At the bedrock of Harrah's Gulf Coast is their Code of Commitment, which is based on three fundamental pillars: their employees, their guests and the communities in which their employees live and the casino operates. The contributions made to the organization deliver upon that promise and commitment to the community. As Harrah's Gulf Coast continues to "Inspire Grownups to Play", they also continue to encourage their team members to participate in advocacy programs and charitable initiatives within the community.

About Harrah's Gulf Coast

Harrah's Gulf Coast is a Caesars Entertainment property. Located on the beaches of Biloxi, Mississippi, the 33,000-square-foot casino boasts 800 of the newest and hottest slot machines, 35 action-packed table games, an Asian gaming room and four dining amenities: Magnolia House, a fine-dining restaurant by Celebrity Chef Kelly English, the 24-hour restaurant, Steak 'n Shake, Flavors Buffet and an upscale sports bar and lounge, Mix & Mingle that connects to an outdoor pool oasis. The restaurants complement Harrah's Gulf Coast's other award-winning amenities, including Grand Bear – a Jack Nicklaus Signature Golf Course - the 16,000-square-foot relaxation retreat Bellissimo Salon & Spa, complete with a fitness center and The Great Lawn, a 10.5 acre event venue that overlooks the Gulf of Mexico. Featuring Total Rewards®, the most inclusive loyalty program in the country, guests have access to exclusive benefits across the country with the ability to redeem offers and reward credits at any of the 40 destinations within the network. For more information, please visit www.HarrahsGulfCoast.com.

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