



Harrah's Gulf Coast and Caesars Foundation provide a \$10,000 dollar grant to Humane Society of South Mississippi

Humane Society of South Mississippi charitable contribution will help United Way of 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 [@HSSM](#) for new walking track and Club Paws!

Biloxi, Miss. (March 9, 2017) – On [date], [Harrah's Gulf Coast](#) and [Caesars Foundation](#) will proudly deliver a \$10,000 grant to the [United Way of South Mississippi](#) to help fulfill their pledge of providing the children in our community high-quality, age-appropriate books, as part of their Dolly Parton Imagination Library program. 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 foster a love of reading and books in young children through the program, and ensure that children are prepared and able to read at an age-appropriate level upon entering primary education. This grant will greatly impact the reach of Dolly Parton Imagination Library within our region.

“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 day we called South Mississippi our home, our company and team members have pledged to 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 the Caesars Foundation.”

The Dolly Parton Imagination Library program was designed to provide a free book to children every month until the age of five, in an effort to improve readership among children and . United Way’s goal is to improve early childhood education by making sure kids have access to age-appropriate books. From the time they are registered at birth until he/she is 5 years old, these children will receive one book a month.

As of January 2016, more than 1,970 children are enrolled in the Dolly Parton Imagination Library program, with 235 children on the waiting list. Harrah’s Gulf Coast and Caesars Entertainment Foundation’s \$10,000 grant will enable United Way of South Mississippi to provide one book every month to 235 for one year, or 69 children one book, every month for the next five years.

Caesars Entertainment Corporation is passionate about their Code of Commitment. That code of commitment is based on three fundamental pillars: their employees, their guests and the

communities in which their employees live and the casino operates. The grant to Dolly Parton's Imagination Library is contribution that delivers upon that promise and commitment to Harrah's Gulf Coast's community.

A fundamental pillar within Caesars Entertainment's Code of Commitment, is community. and reading and set children up for success upon entering school systems.

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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