

The month of January ushers in a new start. It's a means for which we can all begin fresh by creating yearly goals and resolutions. For our team at Harrah's Gulf Coast, however, this January is not about looking forward. Rather, it presents us with an opportunity to look back and reflect as we celebrate 25 years of creating memories on the Mississippi Gulf Coast.

Harrah's Gulf Coast, formerly known as Grand Casino Biloxi, opened the doors to its first guests on January 21, 1994. Since that auspicious day, we have seen tremendous change, along with seasons of growth and countless celebrations. We are grateful that many of you have been with us for most - if not all - of those wonderful years, and have helped us create long-lasting memories. And through all the memorable moments, the jackpots, the giveaways, the concerts and numerous milestones, lives a loyal group of 99 elite team members; team members that have been with our resort and casino since that promising first year. These individuals are the picture of strength, resilience, quality and service. The length of their tenure is exceptional, and they are joined by more than 180 other 20+ year team members. Their service to the millions of guests we've welcomed over the years, is a direct reflection and testament of the joy they have when helping you create unforgettable moments. From celebrating your big wins, to your birthdays and anniversaries, they've witnessed it all.

None of us are the same as we were last year, or the year before that. The same can be said for our resort and casino. But it is a comfort to know that year after year, decade after decade, the one thing that has remained unchanged here at Harrah's, is our committed and dedicated team. These service veterans are quite simply the best in the industry.

On behalf of our entire team at Harrah's Gulf Coast, I look forward to welcoming you back to our resort this January. Together we will celebrate the 25 remarkable years that have passed, while looking ahead to 25 more years with you on the beautiful Mississippi Gulf Coast.

Sincerely,
Kennedy Smith
15 Years of Service
Vice President of Marketing and Hospitality