

Harrah's Cherokee Casino & Hotel in North Carolina to Open New State-of-the-Art Events Center

Harrah's Cherokee Casino & Hotel unveiled plans for a new 3,000-seat Events Center, making it the region's leading concert, events and entertainment venue. Opening celebrations are scheduled for Labor Day weekend 2010.

Hosting top-tier talent including country, comedy, and rock, sporting events and production shows, the three-level Events Center will include VIP suites, box seating and 1,000 balcony seats. Modular seating will be used for conventions, sports programming, catering and special events. Concession areas will be located on all floors with LCD screens throughout the pre-function area. The stage will be 60' by 40', framed by 32' screens with HD resolution. A D&BJ Series Line array speaker system with theatrical lighting includes MA Lighting Grand MA2 console and Martin Intelligent lighting instruments. Green Room includes flat-screen televisions and dressing rooms.

The Events Center is part of the 56-acre property's \$633 million expansion to position Harrah's Cherokee Casino & Hotel as the Southeast's premier gaming destination and world-class entertainment and tourism destination. Scheduled



for completion in 2012, the "Master Plan" adds a third tower (532 luxury guest rooms/suites) providing the most accommodations in North and South Carolina, entertainment and VIP lounges, 18,000 sq. ft. spa, digital poker room, Asian gaming room, new restaurant and retail outlets, and parking garages.

Harrah's Cherokee also is renovating current casino facilities and doubling the casino floor size to 195,000 sq. ft.

Recently opened as a guest amenity is nearby Sequoyah National Golf Club, an 18-hole, par 72 championship course designed by Robert Trent Jones II and Notah Begay III, owned by the Eastern Band of Cherokee Indians and managed by Troon Golf, developer, marketer and manager of upscale golf properties.

In June 2009, the Eastern Band of Cherokee Indians, owners of Harrah's Cherokee, approved a referendum which permits wine, beer and spirits to be served on the casino floor, in restaurants, cafes, VIP lounge, and guest accommodations via room service. Harrah's Cherokee is located 50 miles from Asheville at the entrance to Great Smoky Mountains National Park. ♣

Many Nations, One Common Goal . . .

Sovereign Nations Scholarship Fund



"Our concern is for all of Indian Country – not just our own tribe or the tribes that do well for themselves. Having a qualified Indian workforce in the next century is going to be important for all tribes in maintaining their sovereignty."

— Stanley Crooks, Chairman
Shakopee Mdewakanton
Sioux Community

The Sovereign Nations Scholarship Fund was launched in 2001 with a challenge grant of \$900,000 from the Shakopee Mdewakanton Sioux Community of Minnesota. We are asking other tribes to contribute until the fund totals \$10 million.

By establishing the Fund, we hope to build an endowment that will help meet the higher education needs in Indian Country for generations to come, resulting in higher employment rates, increased incomes and a better quality of life in our communities.



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