



**Contact: Jacqueline Peterson  
Harrah's Entertainment, Inc.  
(702) 494-4829**

**Harrah's Employee Volunteers Help School  
Embrace Environmental Sustainability for  
Make a Difference Day**

**LAS VEGAS – October 24, 2009-** Employee volunteers from Harrah's Entertainment, Inc., brought environmentally sustainable upgrades to George E. Harris Elementary School for Make a Difference Day.

H.E.R.O (Harrah's Entertainment Reaching Out) volunteers, Harrah's employee volunteer program, took the environmental lead in this year's Make a Difference Day event. Over 60 employee volunteers from 8 Las Vegas resorts and corporate office participated in Make a Difference Day 2009, with George E. Harris Elementary School students, teachers and parents.

In keeping with the mission of George E. Harris Elementary School to “meet the academic, emotional, and social needs of all students in order for each individual to realize maximum academic and social potential for future success,” Harrah's joined the school in promoting environmental sustainability and healthy living. Several projects are planned for Make a Difference Day 2009, including:

- Edible garden installation
- Book drive and book cleaning
- Cleaning classrooms, hallways, bathrooms and playground

- Cosmetic painting including the playground equipment

“Holistic approaches to healthy living and environmental stewardship and are very important to Harrah's,” says Jan Jones, senior vice president, communications & government relations, Harrah's Entertainment. “We must leave our community and our planet in the most responsible hands. Educating children on the ideals of conservation is the best way to ensure future success.”

From coast-to-coast resorts in the Harrah's Entertainment portfolio are committed to environmental sustainability. In the past six years, more than 110 conservation projects at Harrah's U.S. casino properties have reduced energy usage dramatically. The implemented programs annually reduce carbon dioxide emissions by 77,850 tons, the equivalent 164,443 barrels of oil.

### **About Harrah's Entertainment**

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The Company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names; Harrah's also owns the London Clubs International family of casinos and the World Series of Poker®. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Harrah's is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit <http://www.harrahs.com> and for more information about Harrah's environmentally sustainable efforts, please visit [www.harrahs.com/codegreen](http://www.harrahs.com/codegreen).