



**FOR IMMEDIATE RELEASE**

August 31, 2010

**Contact:** Jo Blaylock  
828/497-8750

**HARRAH'S CHEROKEE HOSTS MDA TELETHON  
IN NEW EVENT CENTER ON LABOR DAY**

**CHEROKEE, NC** -- Harrah's Cherokee Casino & Hotel is hosting this year's Muscular Dystrophy Association (MDA) Telethon over Labor Day Weekend, which will be broadcast on WLOS Channel 13, Asheville. The 45th Annual Labor Day Telethon begins at 9pm Sunday, Sept. 5, and continues for 21 hours through 6pm Monday.

For years, the telethon has come from the Asheville Mall, but this year, the annual event will be live in the new 3,000-plus seat Harrah's Cherokee Resort Event Center.

On the Event Center stage, volunteers from across WNC -- including many Harrah's Cherokee employees -- will answer phones, take donation pledges and raise money for the MDA. Last year, \$60.5 million was raised nationwide.

In addition to working the telethon phone bank, volunteers will help with various behind-the-scenes activities. The Harrah's Cherokee Food & Beverage Team will provide meals and snacks for volunteers. .

"The new Event Center allows us to provide a more diverse offering to our guests as we begin the transformation into a major resort destination," said Harrah's Cherokee Senior Vice President and General Manager Darold Londo. "In addition to a variety of performers scheduled to appear in the future, hosting such worthwhile events as the MDA Telethon allows us to be a strong community partner across the region."

Guests who visit the Cherokee area over Labor Day Weekend are welcome to drop by the Event Center and watch telethon activities on stage and view the new Event Center. Everyone 21 and older is welcome!

To support the MDA's work and promote the telethon to customers, Londo said Harrah's Cherokee has created a special Labor Day Cash Giveaway promotion for Monday, Sept. 6. Prize money awarded to customers who win the Labor Day Cash Giveaway promotion drawings will be matched by the casino and donated to MDA.

The promotion is open to all Total Rewards members, with registration from 1pm to 6:15pm at the Promotions Staging Area. Hourly drawings will occur from 2:30pm to 6:30pm. The winner of each drawing will have a choice of \$500 in cash or a chance to increase their winnings by exchanging it for a "you make the call" concealed prize of \$200, \$300, \$750, \$1,000 or \$1,500! Each confirmed prize will be matched by Harrah's Cherokee and donated to the MDA Telethon.

The Harrah's Cherokee expansion is currently the largest hospitality development project underway in the Southeast and one of the largest in the U.S., offering the greatest number of hotel accommodations in the Carolinas. Upon completion in 2012, the 56-acre property will have added a third hotel tower, the Events Center, and entertainment and VIP lounges, an 18,000-square-foot spa, state-of-the-art digital poker room, Asian gaming room, retail outlets and new restaurants (Paula Deen's Kitchen, Ruth's Chris, Brio), as well as hotel and casino parking garages. The property is also renovating current casino facilities and doubling the size of its casino floor to 195,000 square feet while increasing video and table game capacity.

Harrah's Cherokee Casino & Hotel is an enterprise of the Eastern Band of the Cherokee Nation, located 50 miles west of Asheville at the entrance to the Great Smoky Mountains National Park. Harrah's Cherokee Casino is open 24 hours a day to guests 21 years of age or older. For more information about Harrah's Cherokee, please call (828) 497-7777 or visit our website at [www.harrahsherokee.com](http://www.harrahsherokee.com).

###