



Contact: Valerie Morris  
662-357-3089  
[Morrisv@caesars.com](mailto:Morrisv@caesars.com)

Patrick Collins  
662-357-6924  
[Pcollins1@caesars.com](mailto:Pcollins1@caesars.com)

## **Caesars Entertainment Reopens Two Casinos Affected by Mississippi River Flooding**

### ***Caesars Foundation Donates \$50,000 to the American Red Cross Chapter***

**TUNICA, Miss.**, May 20, 2011 – Horseshoe Casino and Hotel and Tunica Roadhouse Casino and Hotel have reopened after being temporarily closed for almost three weeks due to the Mississippi River rising just shy of record levels.

Caesars Entertainment Corporation is the world's largest casino entertainment company and owns and operates three casino properties in Tunica, Mississippi - Harrah's Tunica, Horseshoe Casino and Hotel, and Tunica Roadhouse Casino and Hotel.

Horseshoe Casino and Hotel reopened today with an employee rally and soft opening at 1 p.m. and a publicly advertised opening and festivities at 4 p.m. Guests received commemorative flood t-shirts at Horseshoe and Tunica Roadhouse casinos today.

Tunica Roadhouse was reopened Thursday, May 19 at 2:30 p.m. The reopening celebration included a \$50,000 donation to the American Red Cross from the Caesars Foundation. The Caesars Foundation is a private foundation funded by a percentage of



operating income from Caesars Entertainment's resorts. A video of the celebration and donation presentation is available on the Tunica Roadhouse YouTube page here: <http://het.bz/4YKcO>.

“These funds have come at a critical juncture, assisting with rapidly escalating relief costs. It never ceases to amaze me how the community and key supporters are always at the ready to assist the Red Cross in times of major disaster,” said Robert Hoguet, regional CEO of the American Red Cross. “We are highly honored by the financial support the Caesars Foundation has generously provided.”

“This historic flood has truly been a trying time for our community,” said R. Scott Barber, regional president, Caesars Mid-South. “Although we committed to paying our employees during the closure, the uncertainty of the damage and effects on business has taken a toll on all of us. While we are overjoyed that we are able to get back to business and reopen Horseshoe and Tunica Roadhouse, we also wanted to show our commitment to the community, just as our employees did recently by volunteering in their free time, with a \$50,000 donation to the American Red Cross from the Caesars Foundation. We hope that this donation will assist the Red Cross with operations and help it provide the much needed rescue services the many flood victims of the Mid-South.”

Caesars’ third Tunica casino, Harrah’s Tunica, remains temporarily closed due to flood water and inaccessibility. Caesars executives are optimistic about being able to open Harrah’s Casino before Memorial Day. Harrah’s Tunica does have two hotels, a golf course, a spa, a convention center, an RV Park, and Kids Quest arcade that are all open. These operations were never closed because they are located on the protected side of the levee.

### **About Caesars Entertainment Corporation**

Caesars Entertainment Corporation is the world's largest casino entertainment company. Since its beginning in Reno, Nevada, more than 73 years ago, Caesars has grown through development of new resorts, expansions and acquisitions, and now operates casinos on four continents. The company's resorts operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars 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 [www.caesars.com](http://www.caesars.com).

### **About The Caesars Foundation**

The Caesars Foundation is a private foundation funded by a percentage of operating income from Caesars Entertainment's resorts. The Foundation is the entity through which Caesars Entertainment funds programs and projects of \$10,000 or more, as well as not-for-profit giving requirements imposed by certain operating jurisdictions. The Foundation's objective is to strengthen organizations and programs in the communities where our employees and their families live and work.

###