

Horseshoe® Casinos Announces Special Showcase Presentation During SXSW 2013

March 13 event to feature The Rocketboys, Jesca Hoop, SIX60, Spain, The Golden Ghosts, The Royalty, Air Traffic Controller, Tom Freund, and The Moth & The Flame

Acclaimed songwriter/producer Butch Walker to present special screening of his award-winning documentary "Out Of Focus" and play short set

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AUSTIN, Texas, March 11, 2013 /[PRNewswire](#)/ -- Horseshoe Casinos along with partners Gibson Pro Audio, PreSonus and Propellerhead will team up during the 27th annual SXSW festival to present a special daytime music and film showcase featuring acclaimed songwriter/producer Butch Walker and an international line-up of up-and-coming bands. The showcase, which takes place Wednesday, March 13 at CTC Garden in Austin, includes live performances from The Moth & The Flame, SIX60, The Royalty and The Rocketboys as well as a special screening of Walker's award-winning documentary "Out of Focus."

"We are excited to partner up on this event featuring emerging and global artists during a high-profile music week," said Jason Gastwirth, senior vice president of marketing and entertainment for Caesars Entertainment, Horseshoe Casinos' parent company. "Our showcase during the SXSW festival allows attendees to experience buzz-worthy talent while celebrating some high-profile acts set to perform at our resorts across North America." The Total Rewards resorts' regular feature performances by high-profile acts including CeeLo Green, Rod Stewart, Taylor Hicks, Joel McHale, Shania Twain and many, many more.

The six-hour event will feature 30-minute performances by hometown Austin favorites The Rocketboys; New Zealand's rising star SIX60; UK sensation Jesca Hoop; Provo, Utah's The Moth & The Flame; Victory Records recording artist The Royalty; esoteric KCRW favorite Spain; Boston buzzband Air Traffic Controller; LA-based The Golden Ghosts; California songwriter Tom Freund and singer-songwriter Eric Dorton, "Mr. Barefooter" for Dallas-based Barefoot Wine.

A showcase highlight will include a special screening by Dangerbird recording artist Butch Walker, regarded by Rolling Stone magazine as "one of America's best singer-songwriters." Walker, who has produced music for multi-platinum artists Katy Perry, Avril Lavigne, P!nk, Taylor Swift, Fall Out Boy and Weezer, will present his documentary "Out of Focus" before answering questions and playing a short set.

The event will also highlight Horseshoe Casinos upcoming summer concert line-up as well as a number of other acts set to perform at Caesars Entertainment's Total Rewards resorts. Showcase guests will have the opportunity to win a number of prizes when they play a game of "horseshoes" and sign up for Total Rewards, Caesars Entertainment's loyalty program. Prizes will include concert and show tickets as well as accommodations to resort and casinos such as Harrah's Cherokee, Caesars Windsor, Horseshoe Cincinnati, Horseshoe Hammond, Caesars Atlantic City, Harrah's Council Bluffs, Planet Hollywood Resort & Casino and more.

Additionally, technology platforms PreSonus/Nimbit will preview its unique [FanCheck.In](#) service offering free downloads of the live performances, while the Thrillcall music app will offer fans the opportunity to win exclusive back-stage experiences.

The showcase will take place at CTC Garden, located at 1102 E Cesar Chavez Street in downtown Austin. The spacious multi-purpose Garden is part of the headquarters of CTC International, a non-profit working alongside Kenyan communities to create sustainable change. Event partners will donate proceeds from raffle prizes to support CTC International's charitable initiatives. For more info about CTC International, please visit <http://www.ctcinternational.org/initiatives>.

Event partners include Barefoot Wine, Fair Vodka, Popchips, TC Electronic, The Musebox, Thrillcall, Ultimate Ears and ZICO Coconut Water. The showcase is produced by Planet LA Music and Clamorhouse.

Industry and media contacts interested in attending are welcome to inquire with the below contacts regarding participation in this exclusive event.

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<http://caesars.mediaroom.com/2013-03-11-Horseshoe-Casinos-Announces-Special-Showcase-Presentation-During-SXSW-2013>