

Armored Truck Magically Appears in Downtown Memphis to Launch One of the Richest Casino Promotions in History

Caesars Entertainment's Tunica Resorts Create Remarkable Illusion Just Off Beale Street

Suggested Tweet - Armored Truck Appears. 1 Winner. \$1Million. Every Saturday @HarrahsTunica @HorseshoeTunica @RoadhouseTunica #MillionaireMaker

PR Newswire
MEMPHIS, Tenn.

MEMPHIS, Tenn., April 1, 2013 /PRNewswire/ -- In celebration of giving away \$1 million a week at its Tunica, Mississippi, casinos beginning next Saturday, Caesars Entertainment, with the assistance of illusionist Rob Lake, Friday night made an Armored Truck appear in the courtyard of FedExForum in Memphis, Tenn., just a few feet off world-famous Beale Street. The remarkable illusion was witnessed by the more than 15,000 people on their way to the Memphis Grizzlies basketball game and visiting the world-famous Beale Street.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/60938-caesars-entertainment-harrahs-tunica-resorts-rob-lake-create-illusion>

(Photo: <http://photos.prnewswire.com/prnh/20130401/MM85670>)

"As an illusionist, I thrive on challenges," added Rob Lake. "My job was to make the impossible, possible. This has been a tremendous test of my abilities as a performer. And, the symbolism that we create with an armored truck appearing out of thin air as a celebration of million dollar winners is something I appreciate as an entertainer."

As a part of its nationwide promotion, [Millionaire Maker powered by Total Rewards](#), Tunica, Mississippi, is the home for what could very well be one of the richest casino promotions in history. Each week* starting in April, one name will be drawn from entries at [Harrah's](#), [Horseshoe](#), and [Tunica Roadhouse](#) casinos in Tunica, Mississippi to win \$1 million**.

"Our Millionaire Maker promotion beginning in Tunica next week is one of the biggest and most dramatic promotions ever launched by a gaming company. We thought a promotion of this kind deserved a kick-off as big and dramatic as it is," said LuAnn Pappas, VP of marketing, Caesars Entertainment. "Making an armored truck appear out of thin air, in the middle of downtown Memphis on a busy Friday evening, certainly does that. This is one of those once-in-a-lifetime events for the people gathered, just like winning a million dollars will be for lucky Caesars Entertainment players in Tunica."

The \$1 million drawing that the Memphis illusion celebrated will take place at 9 p.m. every Saturday. Guests may begin to earn entries and swipe to activate their entries for the first drawing beginning April 1st. Every Saturday beginning April 6th the announcement of the \$1 million winner will be simulcast among Harrah's, Horseshoe, and Tunica Roadhouse casinos in Tunica, Mississippi. Each week, the chances of winning will be reset with the entries from that week becoming eligible for the Saturday drawing. The winner does not have to be present to win.

To be eligible to win a specific week's \$1 million prize, Total Rewards members must swipe their Total Rewards card at one of the Total Rewards Centers at Harrah's, Horseshoe, or Tunica Roadhouse casinos once that week between 4 a.m. Sunday and the following Saturday before 8:30 p.m. Guests may earn additional entries into the drawing by playing with their Total Rewards card at Harrah's Tunica, Horseshoe Tunica, or Tunica Roadhouse casinos.

For hi-resolution photos and broadcast quality video please visit:

<http://bit.ly/MMTunicaFiles1> for photos (click on the image, click on gear in lower right, select download)

<http://www.runningpony.com/clientarea/sul/video.zip> for video (just hit download)

**This promotion's conclusion is undetermined, but will end at a date to be determined. Please see Total Rewards Center for details.*

***Please visit a Total Rewards center for official rules or more details. (free entries are available). Million dollar prize will be paid out as a lump sum or at \$200,000 a year for five years (if winner qualifies, see official rules).*

****Disclaimer: Ways to enter and rules of each promotion vary by property. Please visit a Total Rewards center for rules or more details. Various million dollar prizes were and will be awarded via an annuity or discounted lump sum or in full. In NV, all annuities are and will be paid out at \$50,000 a year for 20 years or a discounted lump sum, subject to Nevada regulation. In MS, all annuities are and will be paid out at \$200,000 a year for 5 years or a lump sum, subject to MS regulation.*

About Harrah's Tunica:

Harrah's Tunica is located 20 minutes south of Memphis, Tennessee and was originally opened in 1996 as Grand Casino. On May, 23, 2008 Paula Deen cut the official grand-opening ribbon at Harrah's Tunica featuring the first of its kind Paula Deen Buffet and an interactive gaming floor that is the largest in the region. Spanning over 2,000 acres Harrah's Tunica features the Links at Cottonwoods championship golf course designed by Hale Irwin, Willows Sporting Clays and Hunting Center, the Mid-South Convention Center offering over 65,000 square feet of indoor meeting space and over 50,000 square feet of outdoor area, three elegant hotels totaling 1356 hotel rooms, the 200-space Mid-South RV Resort, Bellissimo Spa and Salon, The Paula Deen Buffet, The Funny Bone Comedy Club, The Fieldhouse Sports Bar, and a 2,400 seat event center that features headline entertainment. For more information, please visit www.harrahstunica.com.

About Horseshoe Tunica:

Horseshoe Casino & Hotel Tunica opened on February 13, 1995. The property features 245,000 Square Feet, including a 14-floor hotel tower with over 500 rooms, over 200 slot and video poker games, a wide variety of table games, and a 25 table poker room. Horseshoe is known as a gambler's casino with the best odds, highest limits, luxurious accommodations, best entertainment with Bluesville Concert Hall as well as exquisite dining options including – Jack Binion's Steakhouse, Village Square Buffet, Noodles, and Starbucks. For more information, please visit www.horseshoetunica.com.

About Tunica Roadhouse:

Tunica Roadhouse Casino & Hotel originally opened August 1, 1994 as Sheraton Casino and Hotel. The updated Tunica Roadhouse casino opened December 18, 2009 in Northern Tunica County, Mississippi, just 12 miles from Tennessee state line at Casino Center off of the historic and official Mississippi Blues Highway U.S. 61. The 92,000 square-foot casino features 33,000 square feet of gaming space, over 800 slots and video poker machines, 36 table games, The Roadhouse Diner, beer pong tables, a juke box, darts, designated motorcycle parking, a fitness center, and a gift shop.

For more information, please visit www.tunica-roadhouse.com.

About Rob Lake:

Rob Lake is an internationally renowned magician acclaimed as the top touring illusionist in the world. At age 25, Rob became the youngest magician ever to be awarded the prestigious Merlin Award, the magic industry's highest honor, with the title of stage magician of the year. Rob's award-winning theatrical spectacle mesmerizes audiences all around the globe with his grand-scale illusions and spellbinding theatrics.

www.roblakemagic.net

Mississippi Gaming Commission Right to Investigate

The Mississippi Gaming Commission reserves the right to investigate any and all complaints and disputes regarding tournaments, promotions, and drawings. Such disputes and complaints will be resolved in accordance with the Mississippi Gaming Control Act and Mississippi Gaming Commission Regulations.

Horseshoe Tunica, Harrah's Tunica and Tunica Roadhouse reserve the right to cancel, change or modify the tournament, promotion or drawing with prior notification to the Mississippi Gaming Commission, but must do so at least three (3) days prior to the commencement of the activity.

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