

Harrah's Gulf Coast Celebrates Grand Opening with Darius Rucker Performance and Fireworks Display

Resort boasts new name and upgraded amenities including a renovated casino, new restaurants and the addition of an entertainment lawn and boardwalk

BILOXI, Miss., June 23, 2014 /[PRNewswire](#)/ -- Summer on the Gulf just got a little bit hotter this year as Harrah's Gulf Coast heats up the action with the introduction of a new place to play on the Coast. Country superstar Darius Rucker helped the resort usher in a new look and name as he played to a crowd of 17,000 as the inaugural headlining act for The Great Lawn, Harrah's new waterfront entertainment space. Fireworks lit the night sky to kick-off the summer season and celebrate the completion of a months-long renovation to the resort, formerly known as The Grand Biloxi, which includes an upgraded, more open casino floor, new restaurants and enhanced pool experience.

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/players/English/7256051-harrahs-gulf-coast-grand-opening-grand-biloxi-casino/>

"The Gulf Coast has a long-standing tradition as a getaway destination where folks can come relax and have a bit of fun," said Jonathan Jones, Harrah's Gulf Coast senior vice president and general manager. "Our resort has built upon that reputation by delivering exceptional service coupled with the region's signature Southern hospitality. The renovations and upgrades to our resort will help us create an even better experience for our guests. With the addition of The Great Lawn, Chef Kelly English's Magnolia House and other amenity enhancements, Harrah's is upping the ante for entertainment on the Gulf."

The transition to a new name is accompanied by a new look, which includes a redesign of the casino floor, hotel room upgrades and the addition of a fine-dining restaurant, Magnolia House, created by celebrity chef Kelly English, among other improvements. The increase in hospitality offerings complement Harrah's existing amenities including the award-winning golf course, Grand Bear, the Bellissimo Spa and the beautiful pool oasis.

The resort's collective offerings solidify Harrah's Gulf Coast as a national travel destination. As one of the core brands of Total Rewards, Caesars Entertainment's industry-leading loyalty program, the transition from

The Grand Biloxi to Harrah's Gulf Coast also represents an opportunity to entice even more visitors to the region. Guests who are members of Total Rewards have access to exclusive benefits across the country with the ability to earn and redeem reward credits at any of the 40 Total Rewards destinations.

Rucker's concert at The Great Lawn, Harrah's 450,000 square-foot outdoor event venue that overlooks the Gulf of Mexico, is the first of many planned events for the new space.

For more information, visit HarrahsGulfCoast.com or follow on [Facebook](#) and [Twitter](#).

To view the multimedia assets associated with this release, please click:



<http://www.multivu.com/players/English/7256051-harrahs-gulf-coast-grand-opening-grand-biloxi-casino/>

SOURCE Harrah's Gulf Coast

For further information: Shay Smith, Harrah's Gulf Coast, ssmith1@harrahs.com, 228.436.2740



<http://caesars.mediaroom.com/2014-06-23-Harrahs-Gulf-Coast-Celebrates-Grand-Opening-with-Darius-Rucker-Performance-and-Fireworks-Display>