

---

# NEWS

---

CONTACT: BETH WILKINSON  
(602) 957-8881

FOR IMMEDIATE RELEASE

## HARRAH'S AK-CHIN CASINO RESORT TO DIM THE LIGHTS AND LEND SUPPORT FOR EARTH HOUR

### **Joins the growing list of supporting businesses that are committing to take a stand by turning the lights out on pollution and creating a cleaner, safer and more secure future**

Harrah's Ak-Chin Casino Resort has announced that they will turn off all non-essential lighting on property for [Earth Hour](#), and will encourage their employees to do the same at home.

Earth Hour, which takes place Saturday, March 27<sup>th</sup> at 8:30 p.m. local time, is an event in which millions of Americans will turn out their lights for one hour in support of [action on climate change](#) and toward creating a cleaner, safer and more secure future.

2010 marks the third year of the event, which attracted more than 80 million participants in the U.S. last year, and nearly a billion people around the world, as lights dimmed on such global icons as the Eiffel Tower in Paris, Sydney's Opera House, the Great Pyramids of Giza and New York's Empire State Building.

Fifty Harrah's properties around the globe will take part in addition to the Ak-Chin property. Several areas of the properties will turn off their lights completely, though the casino floors will stay active for guests.

Notable [U.S. landmarks](#) such as Mount Rushmore in South Dakota, St. Louis' Gateway Arch, Sea World in Orlando, the strip in Las Vegas, New York's Empire State Building, the Golden Gate Bridge in San Francisco, Washington D.C.'s National Cathedral, California's Santa Monica Pier and the Space Needle in Seattle are among the hundreds of sites that will turn off non-essential lighting for the hour, in what is expected to be the largest-ever call to action on climate change.

Harrah's Ak-Chin is working in conjunction with the Maricopa Chamber of Commerce for this event.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 70 years ago, Harrah's Entertainment is focused on building loyalty and value with its customers through a combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

Harrah's Ak-Chin Casino opened in Maricopa, Arizona in December 1994 and was Arizona's first Indian casino to have a management partner. The 40,000-square-foot casino has everything you need for a thrilling gaming experience, with the largest selection of reel and video slots, video poker, table games from blackjack to World Series of Poker®, Keno and Bingo. The Ak-Chin Bingo Hall has been totally remodeled and provides the latest in Bingo technology. Harrah's Ak-Chin is the only Bingo hall in the Harrah's organization, continuing the proud heritage of William F. Harrah, who opened his first Bingo hall in Reno in 1937.

Harrah's Ak-Chin is more than just a casino. In March 2001, Harrah's Ak-Chin opened its resort and now boasts 144 luxurious guestrooms, which come complete with

all the amenities to make your stay a comfortable one. The hotel grounds are a verdant oasis, with a lush assortment of greenery, including an idyllic courtyard with an exotic swimming pool and swim-up bar.

For more information, please visit [www.harrahsakchin.com](http://www.harrahsakchin.com).