

COUNTRY MUSIC STAR TRACE ADKINS WILL CROON FINE TUNES AT HARRAH'S CHEROKEE CASINO & HOTEL'S EVENT CENTER ON JULY 22

-- Tickets on sale through Ticketmaster beginning Friday, April 8 --

WHO: Trace Adkins, a country music star extraordinaire, continues to conquer new worlds. He has long been country music's alpha male, a man whose commanding presence and once-in-a-generation baritone have made him a pillar of the contemporary Nashville sound.

Trace Adkins debuted in 1996 with the album *Dreamin' Out Loud*. Since then, Adkins has released seven more studio albums and two Greatest Hits compilations. In addition, he has charted more than twenty singles on the Billboard country music charts.

WHAT: Trace Adkins will regale the audience at Harrah's Cherokee Casino & Hotel's Event Center with tunes from his latest album, *Cowboy's Back in Town*, as well as his well known Number One hits, "Thinking Thing", "Ladies Love Country Boys" and "You're Gonna Miss This".

WHEN: Friday, July 22, 2011

9:00 pm

WHERE: Harrah's Cherokee Event Center

777 Casino Drive.+

Cherokee, NC 28719

FOR TICKETS: Tickets for the Trace Adkins show will be available beginning on April 8th at www.ticketmaster.com or 1-800-745-3000. Must be 21 years of age or older to attend.

Harrah's Cherokee Casino & Hotel unveiled its spectacular 3,000-plus seat Event Center in the fall of 2010, making it the leading events, entertainment and concert venue in the region. The massive Event Center stage is 60-foot by 40-foot and framed by large HD resolution 32-foot screens. The facility boasts a sophisticated, top-of-the-line speaker system, as well as the highest quality theatrical lighting available.

HARRAH'S CHEROKEE CASINO & HOTEL:

The expansion of Harrah's Cherokee is currently the largest hospitality development project underway in the Southeast and one of the largest in the U.S., offering the greatest number of hotel accommodations in the Carolinas. Upon completion in 2012, the 56-acre property will have added a third hotel tower (21-story Creek Tower), 3,000-plus seat Event Center, entertainment and VIP lounges, 18,000-square-foot spa, state-of-the-art digital poker room, Asian gaming room, retail outlets and new restaurants (Paula Deen's Kitchen, Ruth's Chris Steakhouse, BRIO Tuscan Grille), as well as hotel and casino parking garages. Nearby Sequoyah National Golf Club is an 18-hole, par 72 championship course offering privileged hotel guest access. The property is also renovating current casino facilities and doubling the size of its casino floor to 195,000 square feet while increasing video and table game capacity.

Harrah's Cherokee Casino & Hotel is an enterprise of the Eastern Band of the Cherokee Nation, located 50 miles west of Asheville at the entrance to the Great Smoky Mountains National Park. Harrah's Cherokee Casino is open 24 hours a day to guests 21 years of age or older. For more information about Harrah's Cherokee, please call (828) 497-7777 or visit our web site at www.harrahscherokee.com.