

NEWS RELEASE

FOR IMMEDIATE RELEASE

August 31, 2009

CONTACT: Charles Pringle

828-497-8329

HARRAH'S CHEROKEE HOSTS ENGVALL & MILSAP LABOR DAY WEEKEND

CHEROKEE, NC – Harrah's Cherokee Casino & Hotel is pulling out the stops this Labor Day weekend, hosting the popular comedian Bill Engvall on Friday evening and country legend – and Robbinsville native -- Ronnie Milsap Sunday evening.

Bill Engvall secured his spot on the comedy stage when he toured with Jeff Foxworthy and Ron White in "The Blue Collar Comedy Tour." Currently, he stars in his own sitcom "The Bill Engvall Show" on TBS and hosts "Country Fried Video" on CMT. His show starts at 9pm Friday in the Council Fire Ballroom, with tickets starting at \$50.

Ronnie Milsap will perform at 7:30pm Sunday in the Council Fire Ballroom, with tickets starting at \$39. Milsap holds the number-three spot for most #1 country hits (he is surpassed only by George Strait and Conway Twitty). His hits include "It Was Almost Like a Song," "Smoky Mountain Rain," "I Wouldn't Have Missed It for the World," "Any Day Now" and "Stranger in My House," to name a few.

Both shows are expected to sell out, another reason to look forward to the opening of the new, 3,000-seat event center at Harrah's Cherokee. The new event center is expected to open in 2010, and is part of a \$633 million expansion currently underway.

Other great concerts on the Harrah's Cherokee fall entertainment schedule include: Glen Campbell on Oct. 16, Little Richard on Oct. 18 and Air Supply on Nov. 14 and 15. For ticket and showtime information about these upcoming concerts, call (828)497-7777, toll-free 1-800-HARRAHS or visit www.harrahsherokee.com.

Harrah's Cherokee Casino & Hotel is an enterprise of the Eastern Band of Cherokee, 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 who are 21-years-of-age or older. For more information about Harrah's Cherokee, please call 1-800-HARRAHS or visit our website at www.harrah.com.