**TV FOOD NETWORK STAR PAULA DEEN TO DEMO AND DISH AT HARRAH'S CHEROKEE CASINO & HOTEL'S NEW 3,000+-SEAT EVENT CENTER ON SEPTEMBER 25**

*-- Exclusive Paula Deen Show to preview "Paula Deen's Kitchen" opening at Harrah's Cherokee in December --*

**WHO**:
Paula Deen, popular star of TV's Food Network, restaurateur, best-selling cookbook author and widely recognized as the Queen of Southern home-style cooking.

**WHAT**:
An exclusive live appearance and cooking demonstration from one of her most recent cookbooks.

Paula Deen will regale the audience with personal stories and anecdotes from her most interesting life and her road to success. Her "Question & Answer" session with audience participants will provide lively interaction and an entertaining event for all.

**WHEN**:
Saturday, September 25, 2010 - 4:30 pm

**WHERE**:
Harrah's Cherokee Event Center
777 Casino Drive
Cherokee, NC 28719

Harrah's Cherokee Casino & Hotel unveiled its spectacular 3,000-plus seat Event Center on Labor Day 2010 weekend, 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.

**FOR TICKETS:** Tickets for the Paula Deen show are priced at $15, $25 and $40, and are available at www.ticketmaster.com or 1-800-745-3000.

**HARRAH'S CHEROKEE CASINO & HOTEL AND PAULA DEEN'S KITCHEN:**
Scheduled to open at Harrah's Cherokee in December 2010, Paula Deen's Kitchen will be a full-service, 404-seat restaurant serving a la carte breakfast, lunch and dinner, and will be reminiscent of the décor and ambiance of the star's legendary home and kitchen in Savannah. Adjacent to the restaurant will be a 1,800-square-foot Paula Deen retail shop offering Paula's cookbooks, spices and food items, cookware, logo wear and gifts.

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**.

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