

GILA RIVER

HOTELS & CASINOS



vee quiva • wild horse pass • lone butte

For Immediate Release

Gila River Hotels & Casinos unveils enhanced Players Club program with THE Card Three Casinos. One Card. Unlimited Possibilities.

CHANDLER, ARIZ. (July 7, 2017) – Gila River Gaming Enterprises, Inc., operator of the Gila River Casinos three Phoenix-area properties – Wild Horse Pass Hotel & Casino, Lone Butte Casino and Vee Quiva Hotel & Casino – announced today the launch of THE Card™ by Gila River Hotels & Casinos.

“At Gila River Hotels & Casinos we are known for exceeding our guests’ expectations in all aspects of our hotel and casino experience, and our loyalty program is no different,” said Kenneth Manuel, CEO of Gila River Gaming Enterprises, Inc. “Now with THE Card, our Players Club members can accumulate points even faster, making it easier to earn incredible rewards.”

THE Card features Emerald, Ruby, Gold and Platinum tiers that offer exciting perks and benefits. The more points guests earn, the higher their status and access to exclusive perks.

Now with THE Card, guests will be able to:

- Earn new and enhanced rewards including same-day cash back and free play playing slots, table games or bingo
- Win Gila River Casino comps at more than 30 convenient locations at all three of the Gila River properties such as the award-winning Shula’s Steak House and the exciting Ovarions LIVE! Showroom
- Score other comps including tickets to watch sports teams like the Arizona Diamondbacks and concerts at Gila River Arena
- Enjoy convenient Players Club account management – guests can review balances, points, rewards and manage their account online or on the new Gila River Casinos app

THE Card is not property-specific. All the points guests earn with THE Card count toward their rewards status, and can be used across any of the three Gila River properties.

The number of base points guests earn annually determines their status. And the higher their status, the more exclusive the perks. If, at any time during the year, guests earn enough base points to qualify for a higher tier status, the guests will receive a new card. At the end of the year, the guests’ base points will be tallied and their status for the next year will be determined.

To celebrate the launch of THE Card, Gila River Hotels & Casinos will kick off a new promotion during the months of July and August called **\$1,000,000 Pick THE Card**. Each night, 16 Players Club members will be selected to play **\$1,000,000 Pick THE Card** -- securing a shot at winning up to \$1 million and other incredible prizes. The contest will be played every Monday night at Vee Quiva Hotel & Casino, every Tuesday night at Lone Butte Casino and every Wednesday night at Wild Horse Pass Hotel & Casino.

To maintain the momentum of THE Card, Gila River Hotels & Casinos will offer a \$25,000 new member sweepstakes for all new Players Club members. Guests who enroll in the loyalty program will instantly win up to \$1,000 in free play; they also will be entered into a drawing in which Gila River Hotels & Casinos is giving away an additional \$25,000 in free play.

Learn more about THE Card at THECardbyGilaRiverCasinos.com or visit the Players Club at any of the three Gila River Hotels & Casinos properties.

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About Gila River Gaming Enterprises, Inc.

Gila River Gaming Enterprises, Inc. operates three Arizona casinos owned by the Gila River Indian Community including Wild Horse Pass Hotel & Casino, Lone Butte Casino, and Vee Quiva Hotel & Casino. All three casinos offer a combination of slots, table games, bingo, poker and hotels and are open 24 hours a day, 365 days a year. Additional information is available at 1-800-946-4452, or at wingilariver.com.

Gila River Hotels & Casinos

Gila River Hotels & Casinos website: www.WinGilaRiver.com
THE Card website: www.THECardbyGilaRiverCasinos.com

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Wild Horse Pass Hotel & Casino

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Lone Butte Casino

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Vee Quiva Hotel & Casino

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