



## **Gila River Hotels & Casinos Wins Seven Prestigious Romero Awards**

Top honors received at Casino Marketing & Technology Conference

**CHANDLER, ARIZ. (August 2, 2019)** – Gila River Hotels & Casinos won seven prestigious Romero Awards during a special ceremony in Las Vegas on July 25. Winning an award in the international competition is regarded as the highest honor in casino marketing. The awards recognized innovative marketing and promotions campaigns in 2018 and 2019 at Gila River’s three properties – Wild Horse Pass and Lone Butte in Chandler, and Vee Quiva in Laveen.

Members of the Gila River marketing department, led by Chief Marketing Officer Dominic Orozco, attended the awards ceremony.

“We’re very proud and honored to receive this prestigious recognition for our work by such an esteemed panel,” Orozco said. “In a rapidly changing industry such as ours, innovation is imperative to success. We’re fortunate to have a creative, skilled, collaborative team that is doing an outstanding job with elevating our brand.”

Gila River Hotels & Casinos took home the following Romero Awards:

- Diamond Award – Community Relations, 25<sup>th</sup> Anniversary
- Diamond Award – VIP Promotions, New Year’s Eve “James Bond”
- Gold Award – VIP Promotions, A Taste of Little Italy
- Silver Award – Community Relations, Gila River Night of Giving
- Silver Award – Casino Floor Promotions, Jacket Giveaway
- Silver Award – VIP Promotions, Run for the Roses
- Honorable Mention – Online Marketing/Social Media, 12 Days of Gila

The Romero Awards, which is named after John Romero, honor gaming operators that are committed to effective, measurable, and accountable casino marketing. Categories are divided into large and small gaming facilities in areas such as direct mail marketing, community relations, and electronic marketing.

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**MEDIA CONTACTS:**

Sue Kern-Fleischer, Senior PR Executive, OH Partners  
s.kern-fleischer@ohpartners.com, (c) 602-810-1404

Teaya Vicente, Gila River Hotels & Casinos Public Relations Manager  
teaya.vicente@wingilariver.com (c) 480-665-2554

***About Gila River Hotels & Casinos***

Gila River Hotels & Casinos operates three locations in Arizona, all owned by the Gila River Indian Community: Wild Horse Pass, Lone Butte, and Vee Quiva. The hotels at Wild Horse Pass and Vee Quiva are Four Diamond accredited. All three casinos offer a combination of slots, table games, bingo, poker and more, and are open 24 hours a day, 365 days a year. Additional information is available at 1-800-946-4452 or at [PlayAtGila.com](http://PlayAtGila.com).