



CARDINALS FANS WIN BIG AT GILA RIVER HOTELS & CASINOS

Winners selected for AZ Cardinals Biggest Fan Contest and Football Truck Giveaway

CHANDLER, Ariz. (Jan. 27, 2019) – In one of its largest promotions in its 25-year history, Gila River Hotels & Casinos – Wild Horse Pass, Lone Butte and Vee Quiva gave away \$250,000 in prizes during a four-month campaign that kicked off in September after the Arizona Cardinals named Gila River Hotels & Casinos as their Official Hotels and Casinos partner.

The unique promotion, which elevated the fan experience at all three properties with Cardinals-decorated lounges, a “Check-in with the Cardinals” custom-designed hotel room at Wild Horse Pass and Vee Quiva, and more than 100 weekly prizes, culminated this month with two big giveaways:

Arizona Cardinals Biggest Fan

On Sunday, Dec. 15, Gila River Hotels & Casinos chose a winner for its Arizona Cardinals Biggest Fan contest during the Cardinals-Browns game and made the official announcement during half time on the jumbotron at State Farm Stadium. The grand prize winner, Yuka from Phoenix, AZ, won a pair of 2020-2021 season tickets and an Arizona Cardinals sports memorabilia package by uploading a photo to show off her Cardinals spirit. Seven additional lucky fans won exclusive Red Zone seats at State Farm Stadium courtesy of Four Peaks Brewing Company and Gila River Hotels & Casinos.

Football Truck Giveaway

In addition to the Biggest Fan contest, Gila River Hotels & Casinos partnered with Arizona Ford Dealers to give away three new Ford F-150 trucks, valued at \$40,453 each, during Monday Night Football on Dec. 23. Throughout the season, the first 250 guests visiting Wild Horse Pass, Lone Butte or Vee Quiva during telecasts of Monday Night Football games were eligible to win one of the three Ford F-150 trucks.

During half-time of the Cardinals-Seahawks game, all three trucks were driven onto the field of State Farm Stadium and presented to the winners during the contest’s Grand Finale.

The three lucky winners were: Riggus from Shonto, AZ, Kester from Tempe, AZ, and Adriana from Laveen, AZ. All three winners took the cash equivalent of \$30,400.

For 15 years, the Arizona Cardinals have enjoyed a unique relationship with Gila River Hotels & Casino – Wild Horse Pass, Lone Butte, and Vee Quiva. The two community-minded organizations have collaborated to create exciting promotions for fans, often teaming up to support local charities.

“Congratulations to our grand prize winners, who clearly love their Arizona Cardinals team,” said Blake Katsnelson, Gila River Hotels & Casinos director of casino marketing. “We also want to thank all of our guests, who overwhelmed us with their support of the Cardinals during our weekly promotions at all three of our properties. This was a very exciting campaign to execute, especially because we were able to unite multiple brands together.”

For information about Gila River Hotels & Casinos – Wild Horse Pass, Lone Butte, and Vee Quiva, visit PlayAtGila.com.

For more details about the Arizona Cardinals, visit azcardinals.com.

###

MEDIA CONTACTS:

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

Mark Dalton, Arizona Cardinals, SVP, Media Relations
mdalton@cardinals.nfl.net, (c) 602-379-1720

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.

About the Arizona Cardinals

The Cardinals were founded in 1898 and in 1920 became a charter member of the National Football League. The club holds the distinction of being the oldest continuously-operated franchise in professional football. While it has been in existence for more than a century and enjoys a long, rich history, the team's greatest success has come in the last decade or so. In

that span, the Cardinals have won their division three times, advanced to the conference championship game twice and earned the franchise's first-ever Super Bowl appearance. Away from the field, the organization's commitment to the community is a year-round mission, highlighted by the efforts of Cardinals Charities which was founded in 1990 to improve the quality of life and enhance opportunities for children, women and minorities in Arizona.