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# The MICHIGAN GAMING Newsletter



## CAESARS WINDSOR GALA OPENING

Yesterday, June 19, 2008 Caesars Windsor casino celebrated the official opening of Caesars Windsor, in Windsor, Ontario, Canada with an invitation-only gala celebration.

Formerly Casino Windsor, the re-branding to Caesars Windsor was announced in 2006. Since then, over \$430M (Canadian) has been invested in the construction and renovation of the casino facility. "This is a tremendous property," remarked Kevin Laforet, president and CEO of Caesars Windsor. "Combining this great facility with the world-renowned Caesars name makes Caesars Windsor a premier destination for world-class entertainment and getaways."

The gala event celebrated the unveiling of Caesars Windsor's new hotel tower and convention facilities with the ceremonial lighting of the 125-foot long, 15-foot tall CAESARS signs atop the casino's two hotel towers.

The new 27-story Augustus Tower adds an additional 369 rooms to the casino bringing the grand total to 758 rooms. Room rates begin at \$139 per night and can run as much as \$5000 per night for Caesars Windsor's luxurious "Goddess Suites," which include a dining room, 6-person felt top card table, butler's pantry, make-up room overlooking the city and a 25-story high view of the Detroit River and surrounding area.

The 5,000 seat Colosseum entertainment center is the largest in the region, out-sizing the Colosseum at Caesar's Palace in Las Vegas. With over 20 rows of removable seats, the Colosseum adds an additional 40,000 square feet of convention space to the casino. Both additions make the new Caesars Windsor the largest casino resort in all of Canada.

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Over 15,000 guests were invited to celebrate the event in the new 26,000 square-foot Augustus Ballroom, which featured many Canadian dignitaries and gaming executives including: Kevin Laforet, CEO, Caesars Windsor, Gary Loveman, chair, president and CEO of Harrah's Entertainment, Kelly McDougald, CEO of the Ontario Lottery and Gaming Corporation, David Caplan, Minister of Public Infrastructure Renewal, Sandra Papatello, Minister of Economic Development and Trade, and Eddie Francis, Mayor of Windsor.

Canadian dignitaries and casino operators have high hopes and aspirations for Caesars Windsor and the positive impact it will have on the region economically. "I know this community has dealt with some hard times and fierce competition from across the Detroit river, remarked Gary Loveman president of Harrah's Entertainment during the celebration ceremony. "But that is about to change."

Notably, in celebration of the new re-branding, on Sunday June 22, 2008, from 3 p.m. to 8 p.m., Caesars Windsor will be paying the \$3.75 border toll for the first 4,000 cars traveling to Windsor from Detroit, Michigan.

## **RESPONSIBLE GAMING EDUCATION WEEK AUGUST 4-8**

The issue of problem gambling is one that is of concern to everyone involved with the gaming industry. As a way to draw attention to this important issue and assist individuals that need help, the U.S. commercial casino industry will be holding the annual Responsible Gaming Education Week (RGEW), from Aug. 4-8, 2008. The theme of this year's campaign, organized and sponsored by the American Gaming Association (AGA), is "Let's Talk About Responsible Gaming." The theme expresses the industry's continuing dedication to providing employees with the education and training they need to promote and ensure responsible gaming. This year's event will encourage employees who work in the gaming industry to act as ambassadors by encouraging them to initiate conversations with individuals about responsible gaming at work, at home and in the community.

For the past ten years, the AGA has held Responsible Gaming Education Week as a means to promote responsible gaming throughout the American gaming industry. This year, the RGEW will also debut a new brochure from the National Center for Responsible Gaming geared towards parents and teachers to further educate the youth about the possible dangers gaming

may pose. The new brochure will soon be made available for distributors with hopes of being included alongside the popular "House Advantage" and "Keeping it Fun" brochures.

RGEW was developed by the AGA in 1998 and is held annually during the first week of August. The event was designed to create awareness of responsible gaming and disordered gambling among employees, customers and the general public. RGEW is part of the AGA's Responsible Gaming National Education Campaign, created in 1999 as an industry-wide program focused on promoting and expanding responsible gaming education.

Over the years, the AGA has been at the forefront of the serious and important issue of responsible gaming. In September of 2004, the AGA developed the *Code of Conduct for Responsible Gaming* which details specific guidelines presiding over underage gambling, alcohol service, advertising, research and education.

Also bringing attention and awareness to the issue is the National Center for Responsible Gaming (NCRG), created in 1996 as the only national organization devoted exclusively to education and funding of problem gambling research. With contributions from the casino industry, the NCRG has been able to acquire exceptional talent from across the country to aid in their research.

For more information on the AGA's Responsible Gaming Education Week or to purchase the popular "Keeping it Fun" wristbands in support of RGEW, please contact Brian Lehman, AGA communications manager, at 202-552-2680 or via e-mail at [blehman@americangaming.com](mailto:blehman@americangaming.com).