

ANNE KLEIN COMMUNICATIONS GROUP

Setting the Green Standard in Gaming One in a Series of Award-Winning Solutions

The Challenge:

Generate media coverage in trade, national, regional, daily and weekly publications to spotlight Harrah's Entertainment, Inc.'s distinction as the first gaming corporation to win an Environmental Quality Award from the U.S. Environmental Protection Agency, Region Two.

Results:

- The Associated Press carried the article, which generated major coverage in national media outlets, including AOL Money & Finance, *BusinessWeek*, *CondeNast Portfolio*, *Forbes*, *International Business Times*, *Newsday* and Yahoo! Finance.
- Major coverage appeared in key trade and regional publications important to Harrah's, including *Casino City Times* and *Hotels Magazine*, and New Jersey daily newspapers including the *Courier-Post* (Camden), *Newark Star-Ledger*, *Press of Atlantic City* and *Vineland Daily Journal*.
- All articles were overwhelmingly positive, highlighting Harrah's commitment to environmental sustainability.
- A photo and caption detailing the award appeared during morning and afternoon rush hours the day of the announcement on the Reuters electronic display over Times Square, a location that welcomes approximately 1.5 million visitors daily.
- Harrah's Entertainment's vice president of public affairs noted that her regional and corporate teams were extremely pleased with the coverage the award received.
- In 2008, the campaign received a first place Peppercorn Award from the Philadelphia chapter of the Public Relations Society of America.

Background:

Since 2002, Harrah's has made "green" improvements at all of its Atlantic City, N.J., properties, using more efficient lighting, non-toxic cleaning chemicals, energy-saving thermostats, more efficient boilers, chillers and air handlers, and eco-friendly refrigerants. With the direct involvement of its nearly 16,000 employees, Harrah's eliminates the equivalent of more than 94 million pounds of carbon dioxide annually.

The Campaign:

Anne Klein Communications Group (AKCG) developed a media relations plan and selected the most effective news release distribution options. AKCG built a targeted media list, contacted the EPA to obtain detailed information about the award, wrote and distributed a highly targeted news media release, and arranged for the Harrah's display photo over Times Square spotlighting the organization's green efforts.

To learn more about how Anne Klein Communications Group can help you gain recognition for your green efforts, please call and ask for Anne Klein or John Moscatelli.