



For Immediate Release: TBD

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Keep Memory Alive Alzheimer's Awareness Campaign at Cannery Casino and Eastside Cannery Casino

Casino to match up to a \$20,000 donation from local middle schools while both properties and guests support patients with brain disorders and their families

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LAS VEGAS – With November marking Alzheimer's Awareness Month, the Cannery Casino Hotel and Eastside Cannery Casino Hotel have created a month-long support drive for Keep Memory Alive, which is committed to improving the lives of patients and their families as they navigate the extraordinary challenges of brain disorders.

“On behalf of both Vegas properties, Cannery Casino Resorts is proud to support Keep Memory Alive during Alzheimer's Awareness Month and throughout the year,” said Cannery Casino Hotel Vice President and General Manager Ryan Paulos. “Through our matching donation, casino floor donation kiosks, and other promotions we hope to raise needed funds and awareness for the charity.”

The Cannery Casino will be the official counting headquarters for three middle schools – Becker Middle School, Fertitta Middle School and Rogich Middle School – who will collect loose change during a Miracle Minute in their classrooms on Thursday, November 10, 2016. The large bins of coins they collect will be securely taped over the top and each principal will sign the tape to tamperproof the container. The donations, which will be donated to Keep Memory Alive, will then be transported to The Club inside the Cannery and counted by two certified Cannery cage cashiers with two Jetsort Coin Counter machines between 11:45 a.m. and 2:00 p.m. the same day. Cannery Casino Hotel, with Cannery Casino Resorts, will match the schools' donations up to \$20,000.

Both the Cannery Casino Hotel and Eastside Cannery Casino Hotel have instituted a “Free Play For Your Thoughts” promotion with a portion of the proceeds donated to the cause. Every Tuesday in November at Cannery Casino and every Friday in November at Eastside Cannery Casino, players who earn 300 points will receive a plush purple elephant. For each redeemed elephant, each property will donate one dollar to Keep Memory Alive. An estimated 700 or more redemptions are expected each week per property.

Guests can make personal donations as well; since 2015, both properties have had Keep Memory Alive kiosks located on each respective casino floor.

Additionally, Eastside Cannery will light up its building each night with purple lights to commemorate the charity and the hundreds of people it touches.

About Keep Memory Alive

About Keep Memory Alive: Keep Memory Alive, whose mission is to provide enhanced treatment and ultimately cures for patients and their families suffering from neurocognitive disorders, raises awareness and funds in support of the Cleveland Clinic Lou Ruvo Center for Brain Health. By supporting Keep Memory Alive and its fight against neurodegenerative diseases such as Alzheimer's, Huntington's, Parkinson's, ALS and memory disorders of all kinds, we can ensure progress towards better treatments and ultimately cures will occur in Las Vegas. For additional information call (702) 263-9797 or visit www.keeppmemoryalive.org.

About Cannery Casino Hotel

Cannery Casino Hotel opened in 2003 as a premier entertainment and gaming complex at 2121 East Craig Road in North Las Vegas, Nev., seven miles from downtown Las Vegas. Selected as "Best Local Casino" by the Las Vegas Review Journal's 2014 Best of Las Vegas, Cannery Casino Hotel is owned and operated by Cannery Casino Resorts, LLC (CCR). The property offers a 72,000 square-foot casino with more than 1,700 slot machines, table games, a race and sports book, 300-seat bingo hall, and a CAN Club loyalty card reward program; a 201 room hotel with a pool, Jacuzzi and 24-Hour Fitness Center; seven restaurants, bars and lounges including a buffet; a 16-screen Galaxy Luxury+ movie-theater complex with power-reclining seats, and a beer, wine and sausage bar; complimentary Wi-Fi, a mobile app, and a CanPlayZone online social casino; and live entertainment six nights a week in the casino or in the 2,000 seat indoor/outdoor entertainment venue. For more information, visit www.cannerycasino.com or get social with us on Twitter and Instagram @CanneryCasino or on Facebook at www.facebook.com/cannerycasino. For more entertainment information visit <http://www.cannerycasino.com/entertainment>.

About Eastside Cannery Casino Hotel

Eastside Cannery Casino Hotel, located at 5255 Boulder Highway in Las Vegas, Nev., 7 miles from McCarran International Airport, is owned and operated by Cannery Casino Resorts, LLC (CCR). The property offers 65,000 square feet of gaming including slot machines, table games, a sports and race book, bingo hall, and a CAN Club loyalty card reward program; a 16-floor, 306-guest room hotel with a fitness center, pool, Jacuzzi, and cabanas; seven restaurants and bars including a buffet and a coffee kiosk serving Starbucks; 20,000 square feet of flexible banquet hall space including a 16th floor private event lounge with views of the city; complimentary Wi-Fi, a mobile app, and a CanPlayZone online social casino; and a 1,200 seat multi-function concert venue. For more information, visit www.eastsidecannery.com. Or get social with us on Twitter and Instagram @EastsideCan or on Facebook at www.facebook.com/eastsidecannery. For more entertainment information visit <http://www.eastsidecannery.com/entertainment>.

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