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**LOCAL CASINOS ARE OUT FOR BLOOD  
NORTH COUNTY CASINOS TEAM UP FOR BLOOD DRIVE CHALLENGE**

**VALLEY CENTER** – In October, leaders from Harrah’s Rincon Casino & Resort, Pala Casino Spa Resort, Casino Pauma, and Valley View Casino joined forces for a little friendly competition among neighbors to see who can collect the most units of blood for the San Diego Blood Bank. These four rival casinos are out for blood in a challenge that is expected to collect over 400 units for the San Diego Blood Bank.

The four-week long challenge begins Monday, December 17 and runs through Friday, January 28. Robert Livingston, Vice President and Assistant General Manager at Harrah’s Rincon Casino & Resort, is excited to participate in what he hopes will become an annual blood drive competition. “This is a challenging time of year for donations to the blood bank, and it is heartwarming to think about the need that our industry is filling in the community.”

“Thanks to the Casino Challenge, four local casinos are making a difference in the lives of local patients this holiday season,” said Lynn Stedd of the San Diego Blood Bank. “The need for blood during December and January can cause a sharp decline in the supply, so it is with great appreciation that the San Diego Blood Bank salutes Harrah’s Rincon Casino & Resort, Casino Pauma, Pala Casino, and Valley View Casino for making a difference by increasing the blood supply this year.”

According to the San Diego Blood Bank, those interested in donating blood should be between the ages of 17-84, weigh at least 110 pounds and be in general good health and feeling well. For more information on donating blood, please go to the San Diego Blood Bank’s website at [www.sandiegobloodbank.org](http://www.sandiegobloodbank.org). Donations will be accepted at the four participating casinos on the days and times listed below.



### **Harrah's Rincon Casino & Resort**

777 Harrah's Rincon Way  
Valley Center, CA 92082  
(877) 777-2457

Thursday, December 17th from 11:30 a.m. – 5:00 p.m.  
Wednesday, December 23rd from 7:00 a.m. – 5:00 p.m.  
Thursday, January 14th from 11:30 a.m. – 5:00 p.m.

### **Pala Casino Spa Resort**

11154 Hwy 76  
Pala, CA 92059  
(877) 946-7252

Friday, December 18th from 11 a.m. – 4:00 p.m.

### **Casino Pauma**

777 Pauma Reservation Road  
Pauma Valley, CA 92061  
(877) 687-2862

Wednesday, January 13th from 12:00 p.m. – 5:00 p.m.  
Thursday, January 14th from 7:00 a.m. – 12:00 p.m.

### **Valley View Casino**

16300 Nyemii Pass Road  
Valley Center, CA 92082  
(866) 843-9946

Monday, January 25th from 9:00 a.m. – 2:00 p.m.  
Thursday, January 28th from 2:00 p.m. – 7:00 p.m.

### **About Harrah's Rincon**

Named one of California's Best Places to Work for 2008 by Employers Group, owned by the Rincon Band of Luiseno Indians and managed by HCAL, a subsidiary of Harrah's Operating Company, Harrah's Rincon Casino & Resort is located at 777 Harrah's Rincon Way (33750 Valley Center Road) in Valley Center, CA, 20 minutes northeast of Escondido. With approximately 1,400 employees and an identity as a top resort-gaming destination, the casino offers state-of-the-art amenities and the unparalleled customer service that has made Harrah's a nationally recognized brand.