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WASHINGTON, D.C., July 1, 2007 – On July 1, Liz Hill Public Relations, Ltd., celebrated the successful completion of a several months-long marketing and public relations campaign for the Prairie Band Casino & Resort in Mayetta, Kansas. The casino, known as Harrah's Prairie Band Casino since opening in 1992, carried out successful management transition from Harrah's Entertainment, Kansas Casino Corporation, to the Prairie Band Potawatomi Nation.

Liz Hill Public Relations, Ltd., was responsible for the new 'look' of the Prairie Band Casino & Resort, and designed the new logo, which incorporates both Native and modern design elements. "Above all, it was important for the new logo to reflect the unique cultural heritage of the Prairie Band Potawatomi people, who have traditionally been known as "The Keepers of the Fire," said Hill, who is the company president.

The new logo was unveiled in May on a highway billboard at the exit to the Casino 15 miles north of Topeka on Highway 75 and 150th Road. Hill worked closely with Tracy Stanhoff, Prairie Band Tribal Chair; Suzanne Heck, Co-Editor and Public Relations for the Tribe; and Sheryl Blue, Advertising Manager for the Prairie Band Casino. The event was attended by the local Topeka news media, including all of the local television network affiliates, and the Topeka Capital-Journal. In addition, the event was well covered by other local newspapers, such as the Holton Recorder.

The "Grand Opening" of the new Prairie Band Casino & Resort took place on Sunday, July 1, with a symbolic 'baton pass' between Tribal Chair Stanhoff and Harrah's Prairie Band General Manager Mike Kenney. The event kicked off a weeklong celebration, including July 4 fireworks, a tribal members' picnic, a variety of casino promotions and a sold-out concert featuring country music superstar Randy Travis.

Notable news media coverage included the Topeka Capital-Journal, The Kansas City-Star, and all local network affiliates, as well as local and regional radio stations. In addition, Liz Hill Public Relations, Ltd., contributed several articles to a special advertising supplement to the Topeka Capital-Journal, produced for the Grand Opening. Articles included a history of the Prairie Band Potawatomi Nation and a review of the Casino's restaurants.

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