

Harrah's Entertainment Celebrates LGBT Community With a Weekend 'OUT in Atlantic...

Mon Aug 31, 2009

Harrah's Entertainment Celebrates LGBT Community With a Weekend 'OUT in Atlantic City' Destination-wide Festivities to Kick-off September 25th

ATLANTIC CITY, N.J., Aug. 31 /PRNewswire/ -- Harrah's Entertainment is providing an innovative and exciting reason to come "OUT" to Atlantic City. The Lesbian/Gay/Bisexual/Transgender (LGBT) community is invited to a weekend of events during "OUT in Atlantic City" Friday September 25th through the 27th.

While Harrah's Entertainment and Atlantic City have always welcomed the LGBT community, "OUT in AC" is the first weekend long celebration specifically for the LGBT community. The festivities include celebrity appearances by Lance Bass, Amanda Lepore, Lori Michaels, Queer Eye for the Straight Guy's Jai Rodriguez, and select cast of Showtime's hit show The L Word.

"Harrah's Entertainment strives to provide its customers unique reasons to visit Atlantic City," said Jennifer Weissman, Regional Vice President of Marketing for Harrah's Atlantic City Operations. "OUT in AC" will showcase Harrah's Entertainment as a year-round, friendly destination for the LGBT community."

The scheduled events for "OUT IN AC" include:

- Friday night "Catwalk Party" at Club Worship hosted by Amanda Lepore featuring rapper Cazwell sponsored by Belvedere Vodka. Party goes from 10pm - 4am. General admission tickets are \$30 and Table Reservations can be made by calling 609-343-4024.
- "Cabana Party" at The Pool will be held on Saturday from 12pm-5pm. This pool party sponsored by 10Cane Rum will feature DJs, poolside cocktails, and pool toys for all to enjoy. \$10 cover charge applies (free to Harrah's Resort hotel guests) and cabanas can be rented by calling 609-441-5000.
- "VIP Mix & Mingle" with cast members of Showtime's The L Word on Saturday, September 26 in the Foundation Room at the House of Blues located at Showboat from 5pm-7pm. This intimate affair mixes cocktails and photo opportunities inside the most exclusive room in Atlantic City. Tickets are \$50.
- Members of the cast of The L Word engage in "Pillow Talk" in the Music Hall at the House of Blues on Saturday at 9pm. This Question and Answer format event will feature cast members Pam Grier, Rose Rollins, Kate French, and Mia Kirshner. Tickets for this general admission event are \$25.
- "LaLaLadies Night" at Club Worship on Saturday night is hosted by producer, performer and recording artist Lori Michaels and the L Word Ladies. The party sponsored by Stoli Applik goes

from 10pm-4am. General admission tickets are \$30 and Table Reservations can be made by calling 609-343-4024.

- Experience "Decadence at Caesars" on Saturday from 10pm-4am in the Palladium Ballroom at Caesars Atlantic City. Hosted by Lance Bass and DJ Jai Rodriguez from Queer Eye for the Straight Guy and featuring guests DJ Mark Picchioti and BeBe Zahara Benet, this is a dance party not to be missed. Tickets for this Absolut Vodka sponsored fete are \$30.
- "The Sunday Rehab Brunch and Gay Bingo" at the Harrah's Resort Ballroom featuring Miss Coco Peru and hosted by Jai Rodriguez to benefit the South Jersey AIDS Alliance will be held on Sunday, September 27 from 11am-2pm. The \$50 general admission event lets guests enjoy either a bottomless glass of champagne or bloody mary while playing a classic game of bingo (with a twist). Jai will host a table with six VIP spots for \$100 each

Weekend "OUT in AC" will help support the South Jersey AIDS Alliance with a portion of all ticket sales from the "Rehab Brunch" going toward this worthy organization. In addition, Partygoers can purchase tickets granting them access to all of the weekend's offerings.

Available packages include:

- The All Access Weekend OUT Pass: Includes entry into all of the "Weekend OUT" events for only \$160.
- SHEpass: Includes entry into all of the events held at the House of Blues at Showboat ("Catwalk Party", "VIP Mix & Mingle", "Pillow Talk", "LaLaLadies Night") as well as the Rehab Brunch at Caesars Atlantic City. The SHEpass is available for a discounted \$80.
- HEpass: Includes entry into the "Catwalk Party" at the House of Blues, the "Cabana Party" and "Rehab Brunch" at Harrah's Resort, and "Decadence at Caesars." The HEpass is \$80.

Hotel packages include:

- Total Decadence at Caesars: Includes 2 nights of luxury accommodations at Caesars Atlantic City, \$200 credit for Qua Baths & Spa, HEpass for "OUT in AC" and VIP admission to Dusk on Friday night. The Caesars Indulgence package is available for \$678.
- Ladies Weekend OUT: Includes 2 nights in a luxury room at Showboat and a SHEpass for "OUT in AC." This package is available for \$452.
- Going All OUT In AC: Includes 2 nights in a luxury room at Harrah's Resort and an All Access Weekend OUT pass. Package begins at \$400.

Additionally, discounted room rates beginning at \$119/night are available by entering the offer code: "LGBT", when making reservations. For more information regarding OUT in AC and other events hosted by Harrah's Entertainment Atlantic City visit www.Harrahs.com/GetOUTinAC. All events are restricted to those 21 years of age and older. To purchase tickets please call Ticketmaster at 800-736-1420 or visit www.ticketmaster.com.

About Harrah's Entertainment

Harrah's Entertainment participates in the Human Rights Campaign's Corporate Equality Index, which rates Fortune 500 companies in offering equal benefits, training, and protections for LGBT

employees. We are the first and only gaming entertainment company to achieve a perfect score, which we've done twice - making Harrah's a "Best Places to Work for LGBT" company. Additionally, Harrah's is the only gaming entertainment company to endorse the Employment Non-Discrimination Act on a Federal Level. Harrah's also maintains long standing partnerships with organizations such International Gay & Lesbian Travel Association (IGLTA) and National Lesbian & Gay Journalists Association (NLGJA). The Harrah's Foundation has supported the Gay and Lesbian Alliance Against Defamation for several years.

SOURCE Harrah's Entertainment

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