



## NEWS RELEASE

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## Southland Casino Racing Helps Keep Kids Warm

**WEST MEMPHIS, Ark.** (November 19, 2021) Southland Casino Racing, owned and operated by Delaware North in West Memphis, Ark., teamed up with WREG News Channel 3 this November with a \$5,000 sponsorship of WREG's "Tim's Coats for Kid Drive".

The annual Tim's Coats for Kids donation drive to collect coats for needy school children ran from October 11 thru November 12. For over 30 years, the Tim's Coats for Kids drive has distributed over 150,000 coats to those in need in the community. Viewers donate new and gently-used coats at News Channel 3 and at sponsor locations including Southland Casino Racing. Southland employees and guests collected over 132 coats for the drive.

Donations are distributed in December to local schools in the greater Memphis area and the Crittenden County, Ark. area. The West Memphis and Marion School Districts in Crittenden County will receive up to 150 coats to help keep kids warm this winter.

### **About Southland Casino Racing's Community Commitment**

As one of the largest employers in West Memphis, Southland Casino Racing is committed to further supporting the tristate area through volunteer efforts, donations, and continued investments. Southland Casino Racing's Community Engagement Office is designed to identify and invest in areas within Eastern Arkansas, Memphis and the Mid-South. Our goal is to empower our neighbors to care for their health, futures, and connect with each other, through Southland's philanthropic channels. Organizations interested in requesting a charitable contribution from Southland may apply at [www.southlandcommunityengagement.com](http://www.southlandcommunityengagement.com).

### **About Southland Casino Racing**

Southland Casino Racing has been a major racing venue for more than 60 years and the casino offers slot machines plus live table games -- as well as sports betting. Restaurants at Southland include the Sports Bar & Grill, Bourbon Street Steakhouse & Grill, World Market Bistro and Café 56. Southland has long been a pivotal fixture of the West Memphis community, strongly supporting the community with jobs, business stability, and economic contributions. It has consistently won awards for its outstanding community service, including millions of dollars donated to neighborhood charities and educational institutions. Southland is owned and operated by Delaware North, a global leader in hospitality. More information is available at [www.southlandcasino.com](http://www.southlandcasino.com).

### **About Delaware North**

Delaware North is a global hospitality and entertainment company founded in 1915 and owned by the Jacobs family for more than 100 years. Delaware North operates at high-profile places such as sports and entertainment venues, national and state parks, cultural landmarks, destination resorts and restaurants, airports, and regional casinos. Our associates are dedicated to delighting guests by creating the world's best experiences. Delaware North serves millions of guests each year in the sports, travel hospitality, restaurant and catering, lodging, gaming, and specialty retail industries. Learn more about Delaware North at [www.delawarenorth.com](http://www.delawarenorth.com).

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PHOTO CAPTION: Left to Right: Johnekia Catron - Southland Community Engagement Manager, David Wolf - Southland President and General Manager, Natalie Carlson - Southland Marketing Manager

