



NEWS RELEASE

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Southland Casino Racing raised \$37,349 for West Cancer Foundation

*Initiative part of parent company Delaware North's 'Game Changer' campaign
at select U.S. gaming locations*

WEST MEMPHIS, Ark. (July 11, 2022) – On June 30, 2022, Southland Casino Hotel presented a big check for \$37,349 to the West Cancer Foundation in Memphis, TN. West Cancer Foundation is committed to developing collaborative partnerships and innovative community initiatives that will improve health inequities, increase research and leave a lasting impact by removing barriers to cancer care.

The campaign is part of parent company Delaware North's "Game Changer" initiative across its gaming properties in the United States, with the goal of making a positive change in those local communities.

For guests of the gaming venue, it's as easy as dropping off and gifting the change that's left on a slot voucher or racing ticket at wishing wells, located throughout the casino floor.

"We support the West Cancer Foundation's mission to advance the fight against cancer through research, education, patient support, and community outreach," said David Wolf, general manager and president of Southland Casino Hotel. "And to take it a step further – it's wonderful to know that we are a part of something even larger, as patrons of other gaming venues within our company's U.S. portfolio are helping those in need within their respective communities."

"West Cancer Foundation is thrilled to have a growing relationship with Southland Casino Racing. We are incredibly grateful for the phenomenal gift we just received. Their generosity will help so many in our community who don't have the means for breast screenings, or reliable transportation to their provider. Neki Catron has been a gleaming light of inspiration to us and through her promotion of our work, I know we will broaden our outreach to those who need us the most," said Leighanne Soden – executive director of West Cancer Foundation

All proceeds of Delaware North's Game Changer campaign are provided to local organizations focused on creating positive community impact within each participating location. Since September of 2020, the Game Changer program at Southland has raised over \$321,000 for the local community. The initial Game Changer campaign raised \$41,000 for Hope House Ministries. The second Game Changer campaign for Families in Transition of West Memphis, Ark raised \$47,604. The third Game Changer campaign raised \$53,984 for The Boys and Girls Clubs of Crittenden County and the fourth campaign for the Children's Advocacy Center of East Arkansas raised \$47,051. The fifth campaign raised \$46,427 for the Good Neighbor Love Center in West Memphis, Ark. The sixth campaign raised \$44,346 to benefit the Hattiloo Theatre in Memphis, TN.

The Game Changer initiative is designed to function throughout the year, with multiple local charities benefitting at each location, including at Southland Casino Hotel. Other Delaware North gaming locations participating are Mardi Gras Casino & Resort (Nitro, W.Va.); and Wheeling Island Hotel-Casino-Racetrack (Wheeling, W.Va.).

About West Cancer Foundation

For more than 40 years, the West name has been synonymous with compassionate cancer care and innovative research. West Cancer Foundation is taking the next step in fighting cancer by investing in research and education, supporting cancer patients, and promoting the overall health of the community. The goal at West Cancer Foundation is to keep cancer patients at the center of everything they do. Whether it is funding the most promising research to find the treatments of tomorrow, advocating for the health of the community or providing supportive care to patients — they are committed to helping those in need. West Cancer Foundation's mission is to advance the fight against cancer through research, education, patient support, and community outreach. More information is available at <https://westcancerfoundation.org/>

Southland operates under Delaware North's Play It Safe program of health and safety standards aimed at helping keep guests and employees safe. Southland implemented the program when it reopened in May of 2020. For more information on Southland's commitment to care visit <https://www.southlandcasino.com/play-it-safe>.

About Southland Casino Hotel

Southland Casino Hotel has been a major racing venue for more than 60 years and recently opened its newly expanded casino complex that boasts 2,400 total slot machines, as many as 50 live table games, sports betting and a new covered parking garage with over 1,400 spaces. Restaurants at Southland include The [Kitchens](#) – a unique buffet experience, [Ignite Steakhouse](#), [The Fry House](#), [The Grind](#) and the [Sports Bar & Grill](#), while new bars include the [Chairman's Bar](#), [Charred Oak Bourbon Bar](#) and the Ignite Steakhouse Bar.

The property's expansion continues with a gleaming, blue-glass high-rise hotel that will feature 300 rooms, including more than 60 suites and 12 penthouse suites on the top floor. A limited number of rooms are available now. For reservations call 870-732-6940.

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 and entertainment. More information is available at www.southlandcasino.com.

About Delaware North

Delaware North is a global leader in the hospitality and entertainment industry. The company annually serves more than a half-billion guests across four continents, including at high-profile sports venues, airports, national and state parks, restaurants, resorts, hotels and casinos. Building on more than a century of enduring partnerships and a commitment to local communities and sustainability, Delaware North's vision is to delight guests by creating the world's best experiences today while reimagining tomorrow. Learn more at www.DelawareNorth.com and connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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Left to right: Leighanne Soden – Executive Director of West Cancer Foundation, Neki Catron – Southland Casino Hotel Community Engagement Manager, Jennifer Strain – Manager, Special Initiatives of West Cancer Foundation, Francis Guidry – Southland Casino Hotel Marketing Specialist