



NEWS RELEASE

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Southland Casino Hotel raised \$25,523 for the Jackson Wonder Elementary School

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

WEST MEMPHIS, Ark. (November 14, 2022) – On November 1, 2022, Southland Casino Hotel presented a big check for \$25,523 to the Jackson Wonder Elementary School of West Memphis, Ark. Southland Casino is Jackson-Wonder Elementary School's partner in the West Memphis, Ark. Partners in Education program. Partners in Education is a nationwide organization that is designed to partner individual schools with local businesses in their community to assist the schools with issues they may have throughout the school year above and beyond their normal operations. The West Memphis school district is a longtime participant in the PIE program and several businesses in West Memphis partner up with individual schools.

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 Memphis School District's commitment to educating all students to the highest standards of excellence by providing a rigorous and varied curriculum in a safe and respectful environment that will empower them to become productive citizens of a culturally diverse society," said Osi Imomoh, 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."

"There are not enough words to express how much we appreciate the continuous support of Mr. Jim Wilson, his collaborative team, and the head administrative officials and staff of Southland Casino. We are elated by the major donation that will aid in further developing our students and staff in ways that empower the learning environment and community. On behalf of the Jackson Wonder Elementary School Family, we greatly appreciate you," said Jackson Wonder Elementary principals Leeman Brown and Annette Frazier.

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 \$383,000 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 seventh raised \$37,349 for the West Cancer Foundation in Memphis, TN, and the eighth raised \$25,523 for the Jackson Wonder Elementary School.

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.).

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 gleaming, blue-glass high-rise hotel that features 300 rooms, including more than 60 suites and 12 penthouse suites on the top floor is now open. Book online now at www.SouthlandCasino.com.

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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Photo: SOCH-JacksonWonder

Left to right: Neki Catron - Southland Casino Hotel Community Engagement Manager, Lou Jacobs - Southland Casino Hotel, Leeman Brown - Jackson Wonder Elementary Co-Principal, Annette Frazier - Jackson Wonder Elementary Co-Principal, Jim Wilson - Southland Casino Hotel Director of Gaming, Susan Shurley - Jackson Wonder Elementary LEA supervisor, Sheila Grissom - Jackson Wonder Assistant Superintendent of Elementary



Additional photos at: [Jackson Wonder Elementary Donation](#)