



## NEWS RELEASE

Media Contact:

Natalie Carlson  
Southland Casino Hotel  
(870) 225-0245

[ncarlson@delawarenorth.com](mailto:ncarlson@delawarenorth.com)

### **Southland Casino Hotel raised \$20,637 for the Special Olympics – Greater Memphis**

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

**WEST MEMPHIS, Ark.** (July 17, 2023) – On July 6, 2023, Southland Casino Hotel presented a big check for \$20,637 to the Special Olympics Greater Memphis, TN. Through training and competitions in Olympic-style sports, the Special Olympics Greater Memphis's nonprofit organization spreads the message that people with intellectual disabilities can and will succeed when given the opportunity.

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 at wishing wells, located throughout the casino floor.

"We have a deep appreciation for the work that the Special Olympics Greater Memphis does to help our community," 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."

"Special Olympics Greater Memphis is thrilled to partner with Southland Casino to help create a better world by fostering the acceptance and inclusion for everyone. The funds from the Game Changers initiative will help children and adults with intellectual disabilities discover new strengths and abilities, skills and success, confidence, improve their health and overcome barriers. Our athletes find joy, confidence, and fulfillment -- on the playing field and in life.," Said, Lisa Taylor, Executive Director, Special Olympic Greater Memphis.

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 \$420,000 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, the eighth raised \$25,523 for the Jackson Wonder Elementary School and the ninth raised \$17,608 the Memphis Child Advocacy Center. And the tenth raised \$20,637 the Special Olympics Greater Memphis.

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, Seasons Cafe and the Sports Bar & Grill – while new bars include the Chairman's Bar, Charred Oak Bourbon Bar and the Ignite Steakhouse Bar. 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. [www.southlandcasino.com](http://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](http://www.DelawareNorth.com) and connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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*Photo: SOCH-SpecialOlympicsMemphis7-2023*

*Left to right:*

*Back Row: Jason Guidry – Southland Casino Hotel Assistant General Manager, Ginger Lowell - Southland Casino Hotel Director of Finance, Shane Bolender – Southland Casino Hotel Director of Race & Sports Book / Audio Visual, Osi Imomoh - Southland Casino Hotel General Manager and President, Lisa Taylor - Special Olympics Greater Memphis Executive Director, Keenan Perry - Special Olympics Greater Memphis Staff, Anthony Perry - Special Olympics Greater Memphis Board President, Ian Johnson - Special Olympics Greater Memphis Board Member, Leonardo Pasquarelli - Southland Casino Hotel, Dan Blickhan - Southland Casino Hotel Director of Cages*

*Front Row:*

*Chad Quinton - Special Olympics Athlete, Mikale Thomas - Special Olympics Athlete, Lashunda Massey – Special Olympics Greater Memphis Board Member*

