THREE RIVERS
CASINO RESORT

Media Contact:
Rich Colton, Director of Marketing
rcolton@threeriverscasino.com

Three Rivers Casino Resort Wins National Theo Award for Excellence in Casino Marketing

FLORENCE, Ore. – Three Rivers Casino Resort was honored with a national Theo Award at the Global Gaming Expo (G2E) in Las Vegas, recognizing excellence and creativity in casino marketing. The resort earned the award for Best Promotion/Giveaway for Medium Casinos for its Mad Hatter's Tea Party campaign.

"Creativity is part of who we are. We love finding playful ways to bring our guests together. Whether it's a whimsical Mad Hatter Tea Party or a themed event dreamed up by our team, we're all about creating moments that let people laugh, connect, and escape the everyday. Our staff and our guests feel like one big family, and that energy is what makes this place so special," said Rich Colton, director of marketing at Three Rivers Casino Resort.

Presented by the Casino Direct Marketing Association, the inaugural Theo Awards spotlight the year's most effective, innovative, and results-driven marketing across the gaming industry. Winners were announced Oct. 8 at G2E's Networking Lounge, celebrating strategic and imaginative campaigns that elevate brand engagement and customer loyalty.

The Mad Hatter's Tea Party promotion delighted guests with a fantasy-inspired event featuring costumed characters, interactive games, and custom prizes that brought the casino floor to life.

"I had such a great time at the Mad Hatter's Tea Party, and I took a trip with the money I won!" said Eva W., a Three Rivers Casino guest.

"The Mad Hatter event was absolutely fabulous! It was an event you could dress up for and I did! The hosts and event staff were incredibly accommodating. I had so much fun. I've travelled all around to different casinos, Three Rivers Casino has the best events and staff," added Karen Fruetel, a Three Rivers Casino guest.

To watch the promotion, click here: https://www.youtube.com/watch?v=1wwU3PV5idw

About Three Rivers Casino Resort

Owned and operated by the Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw Indians, Three Rivers Casino Resort has strong ties to the surrounding community along the Central Oregon Coast. As one of the largest employers in the area, Three Rivers provides resources and opportunities for both tribal and non-tribal members of the region. In addition to providing local jobs, Three Rivers sponsors local arts programs for professional and children's theater and donates to dozens of local and regional nonprofit organizations. It has become a pillar of community support; the philanthropic spirit of Three Rivers Casino is felt deeply on the Central Oregon Coast and statewide.

For more information on Three Rivers Casino Resort and upcoming promotions, visit www.threeriverscasino.com.