



MEDIA RELEASE

Gold Eagle Casino earns two international marketing awards for third straight year

August 16, 2018 – North Battleford, SK – The Saskatchewan Indian Gaming Authority (SIGA)’s Gold Eagle Casino (GEC) has been honoured with winning two Silver Romero Awards for excellence in casino marketing.

At an awards ceremony held in Las Vegas, Nevada, Gold Eagle Casino received awards for Casino Floor and VIP promotions.

“This is the third year in a row that Gold Eagle Casino has captured two Romero Awards for SIGA,” says SIGA President and CEO Zane Hansen. “These awards are a testament to our teams who work hard to create memorable customer experiences through innovative and diverse entertainment offerings. Congratulations to Gold Eagle Casino and its entire marketing team!”

Kelly Atcheynum, Gold Eagle Casino General Manager, is thrilled for his team to be recognized.

“To be recognized at the Romero Awards again this year is quite an honour. It speaks to the excellence we strive for at our casino, the enthusiasm of our staff, and the loyalty of our guests,” he says. “Winning these prestigious awards means a lot to the team.”

Last year, GEC received the Diamond Award in Online Marketing (website and social) and the Silver Award in Casino Floor Promotion. In 2016, GEC took home the Gold Award in Casino Floor Promotion and the Gold Award for VIP Promotion.

Gold Eagle Casino is a premier entertainment and tourist destination located in West-Central Saskatchewan. Founded in 1996, GEC is owned and operated by SIGA, which operates six, soon to be seven, First Nation casinos in Saskatchewan. GEC regularly draws more than 28,000 visitors each month from the local area and surrounding provinces.

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About SIGA

SIGA's mission is to strengthen the lives of First Nation people through employment, economic growth, positive community relations and achieving financial self-reliance. A non-profit organization, all net profits from SIGA's casino operations go to local First Nation communities, community development corporations and the province's general revenue fund. Sharing Success with Saskatchewan communities. SIGA.sk.ca.

About the Romero Awards

The Romero Awards are named after John Romero who has distinguished himself as the world's foremost authority on casino marketing and promotions. Each year, a panel of expert judges selects winners for their excellence in effective, measureable, and accountable casino marketing across a variety of categories.