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Caesars Entertainment Serves Up Brain Health on ‘Healthy Brains Day,’ May 12
Celebration Includes Special Brain-Healthy Menus Offered to Employees, Guests and Visitors

LAS VEGAS – In honor of “Cleveland Clinic Healthy Brains Day” this Thursday, May 12, Caesars Entertainment will host special activities at each of its nine properties in Las Vegas to ensure employees, guests and visitors do what they can to lower their risk for brain disease. Last year, Caesars Foundation gifted \$600,000 to nonprofit Keep Memory Alive (KMA) for the development of HealthyBrains.org, a website, mobile app and online community dedicated to brain health and research. Caesars Entertainment’s Healthy Brains Day celebration will take that support a step further.

Individuals with Caesars’ HERO employee volunteer program, also known as Smart HEROs, will take over the Employee Dining Rooms (EDR) at all nine local Caesars properties. The Smart HEROs will encourage team members to follow Cleveland Clinic’s Six Pillars of Brain Health and complete a free Healthy Brain Index assessment on HealthyBrains.org.

Because diet and nutrition is a leading factor of brain health, EDRs at Caesars’ Las Vegas properties will offer a special menu inspired by the MIND diet (Mediterranean-DASH Intervention for Neurodegenerative Delay), which focuses on foods that specifically affect brain health. Tips will be provided on best dishes to make at home to maintain optimal brain health.

Caesars Entertainment hotel guests and visitors will also benefit from the celebration as chefs at Caesars’ local properties will create and serve special menus inspired by the MIND Diet served exclusively on Thursday, May 12. Amongst the participating restaurants are Giada at The Cromwell; Guy Fieri’s Vegas Kitchen & Bar and Nook Cafe at The LINQ; Oyster Bar at Harrah’s Las Vegas; Bacchanal Buffet at Caesars Palace; Pho Da Nag Vietnamese Kitchen, All American Bar & Grille, Carnival World & Seafood Buffet, Hash House A Go Go at Rio All-Suite Hotel and Casino; and Le Café Ile St. Louis at Paris Las Vegas.

“There is so much that people can do in their day-to-day life that is within their control,” said Dr. Kate Zhong, Senior Director of Clinical Research at the Cleveland Clinic Lou Ruvo Center for Brain Health. “They can change the course, they can reduce the risk, and they can potentially prevent or delay the onset of Alzheimer’s and other dementias.”

For more than a decade Caesars Foundation has supported nonprofits, like KMA, working to eradicate Alzheimer’s and other brain diseases. The Healthy Brains Initiative was unveiled in May 2015 and features an interactive brain check-up, personalized brain health index (BMI) scores and customized reports and recommendations.

“One in nine people 65 years of age and older has Alzheimer’s disease,” said Jan Jones Blackhurst, Caesars Foundation Trustee and Caesars Entertainment Executive Vice President, Government Relations and Corporate Responsibility. “That’s one of the many reasons Healthy Brains Day is so important to us – it provides the opportunity to call attention to a modern prevention programs like HealthyBrains.org, and gives our employees, guests and neighbors the tools and information they need to take control of their brain health.”

To learn more about the Healthy Brains Initiative, visit HealthyBrains.org.

About The Caesars Foundation

Caesars Foundation is a private foundation funded by a portion of operating income from resorts owned or operated by Caesars Entertainment. The Foundation is the entity through which Caesars Entertainment funds programs and projects of \$10,000 or more, as well as not-for-profit giving requirements imposed by certain operating jurisdictions. The Foundation's objective is to strengthen organizations and programs in the communities where our employees and their families live and work. For more information, please visit caesarsfoundation.com, [facebook.com/caesarsfoundation](https://www.facebook.com/caesarsfoundation), or follow on Twitter @CaesarsFdn.

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