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FOR IMMEDIATE RELEASE

Ho-Chunk Gaming Black River Falls Holds Benefit Concert For The American Red Cross

BLACK RIVER FALLS- Ho-Chunk Gaming Black River Falls (HCG BRF) held a benefit concert with Country Music Star, James Wesley on January 25th. \$5 of every ticket sold went to the American Red Cross and a check for \$1500 was presented to Jim Kaphengst of the Jackson County Chapter on March 12th. James Wesley is a big supporter of the Red Cross and agreed to the concert to help out our local Red Cross for disaster relief.

“We enjoy bringing in quality entertainment for the people in this area and to contribute to great organizations that help in our communities as well” says Director of Marketing at HCG-BRF, Robert Reider. “James Wesley was a perfect fit when it came to the American Red Cross, James did a benefit concert at our sister Casino in Wisconsin Dells last year at their ‘Evening In Red’ event that also raised funds for the Red Cross,” said Reider.

Mr. Kaphengst, from the Red Cross says that this area has been very unfortunate this winter with homes burning down or flooding due to water main breaks and they have given out assistance to families with these issues. The Red Cross is very grateful and appreciates any donation, big or small. Please visit them at www.redcross.org for more information on how you can donate now.

Picture #1- L-R: Linda Heinz-HCG-BRF Marketing Assistant, Jim Kaphengst-Jackson Co. Red Cross Rep, Tris Harris-HCG-BRF Sr. Mgr. of Public Relations.

Picture #2- James Wesley and his band on stage

Picture #3- James Wesley, Jane Ramey-Jackson Co. Red Cross Rep. and Jim Kaphengst-Jackson Co. Red Cross Rep.

Ho-Chunk Gaming – Black River Falls is owned and operated by Ho-Chunk Nation Enterprises, with headquarters in Black River Falls, Wis. Ho-Chunk Nation Enterprises also owns and operates Ho-Chunk Gaming – Madison, Nekoosa, Tomah, Wisconsin Dells and Wittenberg. For more information, call Ho-Chunk Gaming – Black River Falls at 800/657-4621 or go online www.ho-chungaming.com.