



WIND CREEK
CASINO & HOTEL

PRESS RELEASE

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Poarch Creek Gaming Supports the American Cancer Society through “Think Pink” Campaign

Atmore, AL (November 18, 2010) – As the nation marked the annual National Breast Cancer Awareness Month this October, the Poarch Creek Gaming employees and patrons joined the American Cancer Society in encouraging women to choose to put their personal breast health first to stay well and reduce their risk of breast cancer. The employees of Wind Creek Casino had the opportunity to join the *Think Pink* campaign by wearing a breast cancer awareness shirt while at work multiple days during October. Each participant contributed five dollars a day towards the breast cancer fund. The establishment offered casino and hotel patrons the opportunity to join their cause on the final day, October 31st. Guests made donations, supported by wearing t-shirts and flooding the area with pink. The total funds generated through the *Think Pink* campaign is over \$16,000.

“The American Cancer Society is appreciative of the support and partnership of PCI Gaming and these gracious dollars that have been raised by Think Pink,” said Allison Faircloth, Southwest Alabama Area Director at the American Cancer Society. “They truly see the mission and want to be a part of saving lives by helping people stay well, get well, find cures and fight back. It is wonderful to see how the



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associates embraced the campaign and the public joined them. Thank you to all who supported Think Pink.”

“As the Official Sponsor of Birthdays, the American Cancer Society wants women to see the real tangible benefits of choosing to put their health first,” said Faircloth. “Women can take action and put their personal breast health first to stay well, fight breast cancer and save lives. More than 2.5 million breast cancer survivors will celebrate a birthday this year thanks to early detection and improved treatment.”

“The Poarch Band of Creek Indians are always looking for ways to support worthy causes,” adds Arthur Mothershed, Property Manager for Wind Creek Casino & Hotel. “Most of us have been impacted in one way or another by breast cancer. We believe that awareness is the first step and we were more than happy to launch this promotion. We are proud of the response we got from our guests and team members and will continue to look for other ways to make a difference.”

The Society is reminding women 40 and older about the importance of getting a mammogram and clinical breast exam every year to find breast cancer in its earliest, most treatable stage. In addition, the Society recommends that women ages 20 to 39 receive a clinical breast exam once every three years. On average, mammography will detect about 80 to 90 percent of breast cancers in women without symptoms. Breast cancer survival rates are significantly higher when the cancer has not spread. Women can reduce their risk of breast cancer by taking additional steps to stay well by maintaining a healthy weight, eating a well-balanced diet, and engaging in physical activity 45 to 60 minutes on five or more days of the week. Also, limiting alcohol consumption can reduce breast cancer risk –one or more alcoholic beverages a day may increase risk.

Another way the American Cancer Society is helping create more birthdays is to help women manage their breast cancer experience when and if they are diagnosed. The Society offers newly diagnosed women and those living with breast cancer a number of programs and services to help them get well. Among these is Reach to Recovery, which helps newly diagnosed patients cope with their breast cancer experience. Other programs and resources, like the Look Good...Feel Better program help breast cancer patients manage the physical side effects of treatment and the Hope Lodge offers patients free lodging for those receiving treatment far from home. The Society offers information to help make treatment decisions and access to its programs everyday around the clock through 1-800-227-2345 or cancer.org.

In addition to helping women stay well and get well, the American Cancer Society has a long history of commitment to finding cures for breast cancer. The Society has invested more than \$418.7 million in



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breast cancer research grants since 1971, and has been an important part of nearly every major breast cancer research breakthrough of the past century, including the funding discoveries that led to the development of Tamoxifen and Herceptin, and promoting the use of mammography to screen for breast cancer.

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

About Wind Creek Casino & Hotel

Wind Creek Casino & Hotel is a massive 240,000 square foot facility, with 57,000 square feet of gaming floor and over 1,600 electronic gaming machines. The 160,000 square foot, 17-story, 236-room luxury hotel offers the finest in resort amenities, with spacious rooms and 24-hour-a-day room service.

The Poarch Band of Creek Indians are descendants of a segment of the original Creek Nation, which once covered almost all of Alabama and Georgia. The Tribe owns gaming properties in Alabama including Wind Creek Casino & Hotel in Atmore, AL, Creek Casino Montgomery in Montgomery, AL and Creek Casino Wetumpka in Wetumpka, AL as well as multiple racetracks in Alabama and Florida.

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