

Lake Area United Way

The Colby Building
221 W. Ridge Road
Griffith, IN 46319-1097
Phone: (219) 923-2302
Fax: (219) 923-8601
www.lauw.org



Contact: Robert K. Scott, Jr.
Vice President, Marketing &
Communications
(219) 923-2302, Ext. 307

**FOR IMMEDIATE
PUBLICATION**
July 22, 2010
bscott@lauw.org

Majestic Star Casino Named 'Casino of the Year' by Lake Area United Way

Employees donated the most new dollars in the 2009-10 campaign!

(Griffith, Indiana) – Majestic Star Casino has been named “Casino of the Year” by the Lake Area United Way for its outstanding corporate and employee group contributions generously donated in the 2009-10 annual community campaign.

Lake Area United Way recognized Majestic Star Casino for leading all area casinos in total corporate and employee giving (\$93,854), achieving the highest average employee gift (\$104.54) and the best overall employee participation level (33%) in the '09-10 campaign.

The award was presented to Larry Buck, Senior Vice President and General Manager; Chareice White, Corporate Director of Community Relations for Majestic Star & Fitzgeralds Casino & Hotel; and Mona Vaccarella, Vice President of Human Relations.

“Our employees have a long history of giving back to our communities. I am proud they increased their generosity at a time when their donations are needed more than ever,” said Larry Buck.

“The management and employee team at Majestic Star Casino contributed through payroll deductions, special events, one time gifts and a corporate match,” said Chareice White. “We are very committed to making a difference and proud to support United Way’s mission. Our contribution is a reflection of Don H. Barden, the Chairman & CEO of Majestic Star and Fitzgeralds Casino & Hotels, his philosophy of community service, giving back and being involved in making a positive impact on the lives of others.”

“Lake Area United Way is very pleased to honor Majestic Star and its employees for being ‘best in class’ in the casino category,” said Lou Martinez, LAUW President. “They are very deserving of this recognition.”

In the 2009-10 campaign, the team members at Majestic Star Casino contributed \$46,522. This figure represents an impressive 75% increase compared to the prior campaign. With a dollar-for-dollar corporate match, total giving equaled \$93,854.

That's not, however, the whole story. Martinez pointed out that the increased portion of Majestic Star's total contribution in the amount of \$39,030 was actually doubled thanks to a special matching gift program funded through the Lilly Foundation.

"That means Majestic Star's gift to Lake Area United Way was actually \$132,884 in the 2009-10 campaign!" Martinez said. "That is outstanding!"

"With so many excellent and giving gaming establishments in our community, being named 'Casino of the Year' is quite an accomplishment. The management and team members at Majestic Star are very committed and have a strong history of giving back not only to United Way, but to many other community organizations as well," emphasized Martinez.

This year's award was bestowed during a monthly meeting at Majestic Star Casino on Wed., July 21st attended by team associates. To help celebrate this achievement, team associates were treated to lunch and refreshments.

Lake Area United Way created the "Casino of the Year" Award in 2007 as a traveling trophy in recognition of the gaming industry's positive impact on the quality of life in Northwest Indiana and the greater Chicago land area.

###

PHOTO CAPTION:

(Left to right) Majestic Star Casino was recently recognized with Lake Area United Way's "Casino of the Year" Award. Presenting and accepting the award are: Rosa Maria Rodriguez, Financial Secretary, United Steelworkers Local 1010 and LAUW Board member; Bob Scott, LAUW Vice President of Marketing; Carolyn Wiley, Community Volunteer and LAUW Loaned Executive; Larry Buck, Majestic Star Casino Senior Vice President and General Manager; Chareice White, Corporate Director of Community Relations for Majestic Star & Fitzgeralds Casino & Hotel; and Mona Vaccarella, Vice President of Human Relations.

