



foundationnews



HELPING ELDERERS IN OUR COMMUNITIES

WELCOME TO THE NEW CAESARS FOUNDATION NEWSLETTER!

In this edition, we're exploring how we've helped older individuals live longer, healthier, more fulfilling lives, celebrating one of our amazing HEROs and showcasing our Board of Trustees chair, Jan Jones Blackhurst.

SENIOR APPRECIATION QUARTER

Caesars Foundation is committed to enhancing the quality of life of seniors all year long, but particularly in the months of May, June and July, which we call our Senior Appreciation Quarter. During this



time, all Caesars properties help host fun events and fulfill dreams of local seniors with our partners Second Wind Dreams and a lot of help from our HEROs. Here are stories of seniors whose days were made a little brighter by Second Wind Dreams in the past:

REALIZING SENIORS' DREAMS

Tyrone, a resident of Royal Springs Healthcare in Las Vegas, is a regular recipient of Second Wind Dreams' Gifts of Light program, which brings holiday gifts to seniors who don't have many family members. Like many Gifts of Light recipients, Tyrone wished for something simple: a pair of sneakers. But not just any—he was hoping for white Adidas. To Tyrone, these fulfill the dual purpose of looking good and being comfortable. When he received regular white sneakers, he was grateful, but still had his heart set on Adidas. Caesars Foundation and Second Wind Dreams got together to make sure those Adidas found their way to Tyrone.



Tyrone, Royal Springs Healthcare (Las Vegas)

Senior Appreciation Quarter continues on next page

SENIOR APPRECIATION QUARTER Continued**UNITY NURSING AND REHABILITATION CENTER**

Caesars Foundation fulfilled a dream for the residents at Unity Nursing and Rehabilitation Center by purchasing a new television and Netflix subscription; the residents were thrilled. These residents can now look forward to enjoying movies and more every day.

Caesars Foundation's funding supports Second Wind Dreams' holiday celebrations for seniors, often sending Caesars HERO volunteers to add to the fun.

- **Valentine's Day and St. Patrick's Day at Absecon Manor Nursing and Rehabilitation Center in Absecon, New Jersey:** HERO volunteers brought cupcakes, beads, festive decorations and prizes.
- **Mardi Gras at Unity Nursing and Rehabilitation Center in New Orleans:** Caesars provided funding for food, tuxedo rentals and evening gowns to fête Mardi Gras in style, including electing a King and Queen of Mardi Gras.
- **Mother's and Father's Day:** Caesars Entertainment team members in Las Vegas provided 2,500 cards, hand-decorated by HEROs and their children, to be distributed to seniors on this special holiday via Meals on Wheels to remind them that they are loved.



A resident celebrating Valentine's Day at Absecon Manor (Absecon, New Jersey)



Mother's Day cards



Find out how Second Wind Dreams and Caesars Foundation fulfilled Donna's dream. [Watch video.](#)

Since 2009, Caesars Foundation has contributed nearly \$1.4 million to Second Wind Dreams.

PROTECTING BRAIN HEALTH

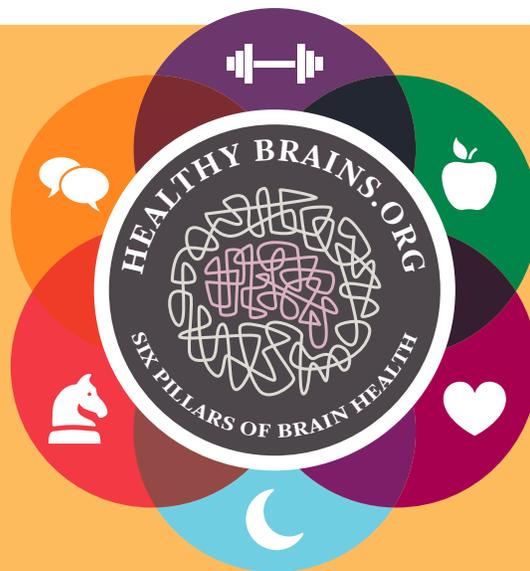
Caesars Foundation supports Cleveland Clinic Lou Ruvo Center for Brain Health's innovative Healthy Brains Initiative.

The Healthy Brains Initiative is all about teaching people how to preserve their memories and lower their risk for brain diseases like Alzheimer's and dementia. It uses an app, website and online community to introduce people to the free Healthy Brains Assessment, which comes with customized recommendations to improve brain health.

Here are the six pillars of brain health, illustrated in the words of Smart HERO Laura Mengel, describing her personal brain health journey. The Smart HERO program was created to strengthen the partnership that the Caesars Foundation has with the Cleveland Clinic Lou Ruvo Center for Brain Health by training Caesars Entertainment team members in distributing Healthy Brains Assessment as part of skills-based volunteering. Laura has a personal connection to Alzheimer's and jumped at the chance to teach others about brain health—and improve her own. Learn more from Laura:



Smart HERO Laura Mengel-Crespo uses HealthyBrains.org to educate Caesars guests. She also incorporated brain health habits into her lifestyle, like doing crossword puzzles and eating more vegetables.



- 1 Get Moving:** "I started walking three times each week, and I also started riding my bike more frequently."
- 2 Keep Sharp:** "I took up crosswords! I also do word jumbles, Sudoku—your brain power really is 'use it or lose it.'"
- 3 Eat Smart:** "I gave up soda—I haven't had any in more than a year and I also got rid of my migraines in the process. I also take turmeric supplements, which are good for your brain (and your digestion and skin, too)."
- 4 Stay Connected:** "I'm good at staying connected with family, friends and my fellow team members—no need to improve there!"
- 5 Rest Well:** "My sleep score in the Healthy Brains Assessment was really low, so I got some coaching. My 'homework' included no computer time within an hour before bed and no caffeine after 6:00."
- 6 Control Risks:** "Working with my doctor to determine how to address my personal risks was helpful—the Healthy Brains Assessment was a good reminder that I needed to do this."

Protecting Brain Health continues on next page

PROTECTING BRAIN HEALTH Continued



Caesars Smart HEROs with Healthy Brains Initiative program manager Katurah Hartley and staff members

Smart HEROs like Laura celebrated Healthy Brains Day on May 12 in Las Vegas with visits to the Cleveland Clinic Lou Ruvo Center for Brain Health, local senior centers and other events to help people take the Healthy Brains Assessment. Last year alone, team members signed up 1,500 people throughout the Las Vegas Valley, which benefits the center’s ability to conduct research.

Take the Healthy Brains Assessment today at HealthyBrains.org. Laura says, “Whatever number you get is OK—some of mine were really low—it’s just a heads-up on how to improve your health.”



Check out how Caesars Foundation shows our commitment to local seniors with our continued partnership with Meals on Wheels of America. [Watch video.](#)

HERO SPOTLIGHT:

PATRICIA WILLIAMS, SENIOR BINGO CAPTAIN EXTRAORDINAIRE

As captain of **Senior Bingo for Horseshoe Tunica**, front office supervisor Patricia identified issues with the program. Folks at participating senior centers were beginning to tire of receiving the same items regularly—they wanted to win more useful items in addition to fun prizes like Horseshoe Tunica t-shirts. Attendance was down, so Patricia rallied her colleagues in donating money to purchase prizes seniors needed, like personal hygiene items and cleaning supplies. Senior Bingo has grown in popularity due to Patricia's efforts; in the words of a colleague, "Patricia has turned Senior Bingo around—it's her 'baby.'"

Patricia also supports the **National Civil Rights Museum**, leading a group of volunteers each year to tell the story of the African American experience in the U.S. and the struggle for equality. Additionally, Patricia is Horseshoe's property leader for **Clean the World**, ensuring that soap and other hygiene products are collected for contribution to fighting bacterial disease around the world. She also plays a major role on the property's **CodeGreen Team**.



Patricia and other HERO volunteers embody the values and commitment of Caesars Entertainment. The impacts of Caesars Foundation's commitments are only made possible by the dedication and care of each and every one of these employee volunteers and we can only continue to grow and thrive thanks to them.

BOARD OF TRUSTEES SPOTLIGHT:

JAN JONES BLACKHURST

Executive Vice President, Public Policy & Corporate Responsibility , Caesars Entertainment



Q: What is the best part of serving as the Chair of the Caesars Foundation Board of Trustees?

A: It's the opportunity to make a significant difference in the lives of people in communities across the U.S. where we live and work.

Q: How did helping older individuals live longer, healthier, more fulfilling lives become a focus area for Caesars Foundation?

A: In the early 2000s, when I first started the corporate social responsibility (CSR) program for what was then called Harrah's, I was really looking at how we could make the biggest impact on the lives of people in our communities.

I realized there was a lack of charitable giving to seniors. It put us on a mission to look at how seniors could live healthier, more fulfilling lives. Today, we're doing things like supporting Meals on Wheels America's study on senior hunger in our country. And we're working with the Cleveland Clinic Lou Ruvo Center for Brain Health on supporting healthy aging of the brain through long-term, multifaceted partnerships. In short, we support organizations that can quantify our philanthropy and volunteerism in terms of lives improved.

Q: With this quarter's Foundation Newsletter highlighting how Caesars helps older adults, what do you think are the biggest issues facing this group today?

A: There are a number of issues. As they age, it's important to know who care providers will be—is it family, or is there a need for affordable care? Another issue is isolation—the person delivering a meal may be the only contact a senior has during the day. That's why we fund Second Wind Dreams, doing things like taking 100 seniors to the Nevada

Ballet Theater in May, keeping them energized to live productive and healthy lives well into their 80s—and longer. It's also why we've expanded our relationship with Meals on Wheels to include the Friendly Visitor program, wherein HERO volunteers will be paired with specific seniors for a regular visit and meal drop-off. This partnership offers another skills-based volunteer opportunity for HEROs, which helps provide a greater fulfillment and sense of purpose to their work at Caesars Entertainment.

Q: From a former mayor's perspective, what can regular people do to contribute to the cities and towns where they live?

A: Find an issue that you care about. Whether it's food for homeless, outreach at senior centers, working in schools as a mentor or tutor... find a way to give back. You'd be amazed how much your volunteer work is appreciated by those you help.

Q: What's been your most memorable day working at Caesars?

A: Over my 19 year history, there have been so many memorable days. Caesars has been the perfect partnership for me—it's always been an institution with a heart, with standards, with integrity. It's a company that's always stood by employees and communities, as pioneers in so many different ways of giving back.

Q: What did you want to be when you were younger? How did that evolve?

A: I wanted to be a jockey when I was young. Later, I wanted to be in business—I just knew I wanted to lead.

Q: What are your hobbies?

A: I still like riding horses! I also love to read, to work out and spend time with my children. And I love fast cars.

GRANTS FUNDED IN Q2, 2018

CROSSROADS YMCA (HAMMOND), GRIFFITH, INDIANA:

The Caesars Foundation grant will support the YMCA's goal to promote water safety and reduce the number of drownings in Indiana. Through this program, the community will gain vital swimming and water safety skills that will help prevent drownings and water accidents, keeping residents in the community informed and safe.

MUHAMMAD ALI CENTER, LOUISVILLE, KENTUCKY

The Caesars Foundation grant will support the Muhammad Ali Center's tradition of selecting a group of young people to attend its annual Humanitarian Awards event. The ceremony aims to inspire young people to perform acts of kindness, in turn creating a new generation of humanitarians who will make a positive impact on the world.

POTTAWATTAMIE ARTS, CULTURE AND ENTERTAINMENT (PACE), COUNCIL BLUFFS, IOWA

The Caesars Foundation grant will support PACE's mission to increase access to the arts, cultural and entertainment programs in the Council Bluffs community. Not only will this program directly benefit the community and its residents, it will also transform Council Bluffs into an arts and cultural district, attracting talent and tourists to visit and experience what the local arts scene has to offer.

NATIONAL PARK TRUST, ROCKVILLE, MARYLAND

The Caesars Foundation grant will continue to support the National Park Trust's Buddy Bison program, which engages kids and families in Caesars Entertainment communities with the benefits of the great outdoors and the importance of being a good steward of the environment.

UNIVERSITY OF NEVADA LAS VEGAS, LAS VEGAS, NEVADA

The Caesars Foundation grant will support the expansion of UNLV's YES (Young Executive Scholars) program. YES focuses on the development and empowerment of Las Vegas under-resourced youth. The program provides a unique educational opportunity for under-resourced Clark County School District (CCSD) students to learn about career opportunities available to them in gaming-hospitality and the UNLV college experience.

LEGAL AID CENTER, LAS VEGAS, NEVADA

The Caesars Foundation grant will support the Legal Aid Center's mission to make legal advice and representation accessible to those who cannot afford to protect their rights otherwise. With this grant, the Legal Aid Center will be able to provide access to justice for hundreds of thousands of people in Nevada.