



For Immediate Release
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News Release

Province names new casino “Niagara Fallsview Casino Resort”

Niagara Falls – The Ontario Lottery and Gaming Corporation (OLGC) together with local MPPs and the Mayor of Niagara Falls today announced the new casino in Niagara Falls will be called “**Niagara Fallsview Casino Resort.**”

Tim Hudak, Minister of Consumer and Business Services and MPP for Erie-Lincoln; Brad Clark, Minister of Labour and MPP for Stoney Creek; Bart Maves, MPP for Niagara Falls; Wayne Thomson, Mayor of Niagara Falls; Jim Dougan, President and COO, Falls Management Company and Larry Lewin, President and CEO, Hyatt Gaming Services joined with the new OLGC Chair, Stanley Sadinsky, to unveil the new name and logo -- a silhouette of an elegant woman with long cascading hair that transforms into the Falls.

“Today we reached an exciting milestone as we approach the spring 2004 completion of the spectacular Niagara Fallsview Casino Resort,” said Stanley Sadinsky, Chair, OLGC. “The name describes it clearly, a casino destination resort overlooking the Horseshoe Falls, one of the most magnificent natural wonders of the world, and a logo that exemplifies the luxurious glamour of this new resort.”

The addition of Niagara Fallsview Casino Resort to the landscape of Niagara Falls is part of a larger vision to revitalize the region by transforming it into a unique, year-round tourist destination. To this end, a ribbon-cutting ceremony also took place to officially celebrate the continuing success of Casino Niagara, which will remain open.

“In a few months, Niagara Falls will have two gaming facilities,” said Bart Maves, MPP for Niagara Falls. “Casino Niagara is one of Canada’s most popular tourist attractions generating \$1.3 billion in economic activity yearly and we believe the addition of Niagara Fallsview Casino Resort will expand the market, and create an additional 2,500 direct jobs, and many thousands of additional indirect jobs”.

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Guests tonight were treated to a virtual tour of the \$1 billion Niagara Fallsview Casino Resort, which will feature 3,000 slot machines, 150 gaming tables, a five-star, 30-storey hotel, fine-dining restaurants, 50,000 square feet of conference space, a health spa, a shopping centre and entertainment venues.

The naming and logo unveiling were made at a reception at Twenty One restaurant in the Casino Niagara.

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