



AGUA CALIENTE
Casino • Resort • Spa
RANCHO MIRAGE

PRESS RELEASE

Contact: Therese Everett-Kerley
Communications Manager
t. 760-883-1396 / c. 760-219-3885

**IT'S WHERE ENTERTAINMENT BECOMES A WORK OF ART!
AGUA CALIENTE CASINO • RESORT • SPA CREATES SERIES OF
CUSTOM POSTERS FEATURING PERFORMERS AT THE SHOW**

RANCHO MIRAGE, CA (September 2, 2009) – The Show at Agua Caliente Casino • Resort • Spa in Rancho Mirage, California is capturing the excitement of world-class entertainment with a series of commemorative posters featuring the entertainers who have performed at this intimate concert theatre.

Since opening in February 2009, The Show has played host to a fantastic lineup of stars, including Matchbox Twenty, Martina McBride, Tony Bennett, Jay Leno, Trace Adkins and Social Distortion among many others. In addition to a spectacular line up, The Show grand opening gave executives the opportunity to create a new tradition: commemorative posters for every event. Director of Entertainment Steve Macfadyen said the idea was largely based on his history with famed concert promoter Bill Graham, who developed what Macfadyen calls "the most famous, historic, and prolific concert poster series" beginning in the 1960s.

The property's in-house advertising agency, Caliente Ink, commissioned Laguna Beach artist Bill Atkins to create limited-edition custom artwork for each entertainer, using promotional photos as the basis for his work. Atkins, who also teaches graphic design and is on his community's Arts Commission, uses color, shading, and different computer effects to create a unique vision for each entertainer.

Once complete, a limited run of 11" x 17" posters is delivered to The Show before each performer takes the stage. The artwork is then autographed and framed for display on backstage walls as well as outside the casino's employee dining room where team members can peruse the dozens of entertainers who have visited the casino.

Macfadyen said the posters are a unique way to commemorate The Show's long list of hit-makers. "We wanted to do something different; create something that would memorialize these entertainers in a more creative way than just a simple photograph."

Ed Huber, art director at Caliente Ink says the posters also allow team members to share in the excitement of being a part of The Show. "It's fun to walk down the hall, look at these autographed posters and know that you've shared the room with these entertainers. It's also great to see how much team members appreciate our creativity."

Hi-res jpgs of the posters are available for media upon request; for a list of upcoming entertainers at The Show, please visit HotWaterCasino.com/TheShow

###

Agua Caliente Casino • Resort • Spa in Rancho Mirage and Spa Resort Casino in downtown Palm Springs offer the hottest slots, a variety of table games, live poker and high-limit gaming, plus fine dining, shopping, relaxing spas and luxurious hotel rooms, all in a gorgeous resort setting. Agua Caliente Casino • Resort • Spa is also home to *The Show*, the premier concert theatre in Southern California featuring headliners like Matchbox Twenty, Tony Bennett, Jay Leno and more. Both resorts are owned and operated by the Agua Caliente Band of Cahulla Indians, which also owns the world-famous Indian Canyons and Tahquitz Canyon hiking trails, Indian Canyons Golf Resort and the Agua Caliente Cultural Museum.

For more information, call 1-888-999-1995

HotWaterCasino.com • SpaResortCasino.com • AguaCaliente-nsn.gov

32-250 Bob Hope Drive • Rancho Mirage, CA 92270