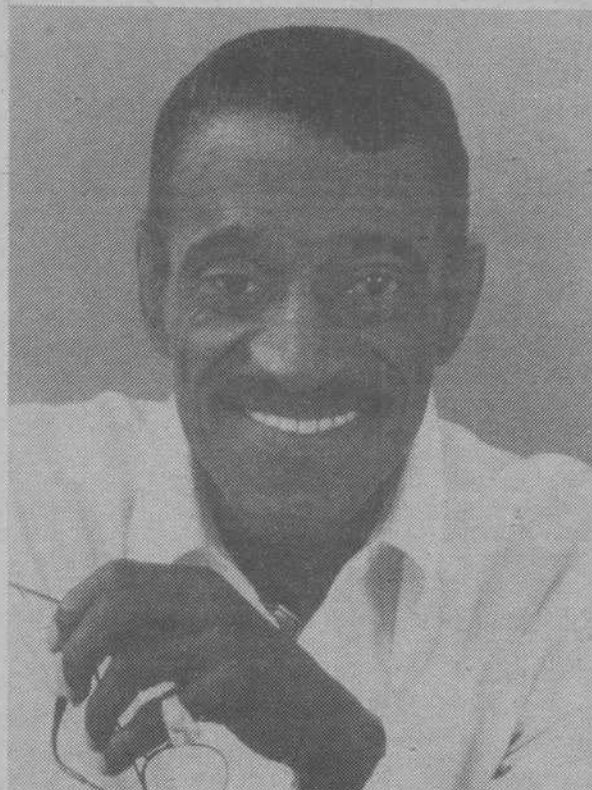


***** Sammy Celebrates Holiday Opening *****



Sammy Davis, Jr.

Sammy Davis, Jr will kick off grand opening ceremonies for the Holiday Casino expansion by appearing in the Holiday showroom Jan. 14-17 (except Jan. 16).

Davis will present two shows nightly at 9 and 11:30 p.m. The \$14.95 per person, plus tax, cost will include two drinks and the show with the Holiday Dancers joining Sammy on stage.

"Sammy Davis is a long-time member of the Harrah's family and we asked him to christen the showroom," explained Joe Francis, senior vice president and general manager of the Holiday Casino.

"I'm pleased to be opening the new room," Davis said. "I've been a member of Harrah's entertainment family for a long time and

headline their casinos in Reno, Tahoe and Atlantic City.

"It's a kick for me to work with Rocky Sennes and the dancers - and just relax and have a good time," Davis said.

Davis, described by many as "the most complete entertainer in show business," began performing at the age of four with his father and uncle as part of the Will Mastin Trio.

His life has become show business history. He went on to star as a singer, wrote his best-selling autobiography, "Yes, I Can," recorded numerous gold records, starred on Broadway, and in his own TV show, and continues to headline showrooms around the world.

Davis will participate in

formal christening ceremonies at the "Flag Ship" of the Strip on Monday, Jan. 12, kicking off five days of celebration throughout the hotel/casino.

Patrons will receive free champagne and drawings for prizes ranging from \$10,000 in cash to trips to Hawaii and a riverboat cruise will be held daily.

"We want to christen our riverboat facade formally," explained Francis. "So everyone in town will know our new 61,000 sq. ft. casino and 500-seat showroom is open and ready for business."

Davis and Holiday Casino executives will also kick off Harrah's 50th anniversary celebration on Jan. 16.

"The Holiday is part of Harrah's and we're all very proud to begin our 50th

anniversary celebration," said Francis.

Harrah's was founded in October 1977 in Reno. Through the years it expanded and was purchased by Holiday Corporation in 1980, and became its gaming subsidiary.

Harrah's purchased the Holiday Casino/Holiday Inn on the Center Strip in 1983.

The mood will be jubilant at the Holiday Casino the week of Jan. 12 with everyone -- customers, celebrities and management -- celebrating.

Sammy Davis will do his celebrating on stage nightly Jan. 14-17 (except Jan. 16) at 9 and 11:30 p.m.

For reservations call (702) 369-5222.

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