

## **Guide to the Rico Izaguirre Collection of Harrah's Entertainment Records**

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This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on April 14, 2025. Please contact [special.collections@unlv.edu](mailto:special.collections@unlv.edu) for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1xz2w>

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Collector:</b>	Izaguirre, Rico
<b>Creator:</b>	Harrah's Entertainment, Inc.
<b>Title:</b>	Rico Izaguirre Collection of Harrah's Entertainment Records
<b>ID:</b>	MS-01207
<b>Date [inclusive]:</b>	approximately 2003 to 2009
<b>Physical Description:</b>	1.31 Cubic Feet (1 box and 1 oversized box)
<b>Physical Description:</b>	1.89 Linear Feet
<b>Physical Description:</b>	15 Digital Files (0.070 GB) PDF/A
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The Rico Izaguirre Collection of Harrah's Entertainment Records (approximately 2003-2009) is comprised of records relating to employee engagement initiatives specific to the Atlantic City, New Jersey properties operated by Harrah's Entertainment, Inc. The initiatives include "Winning Together," a program intended to boost employees' political engagement during the 2004 election season in the United States, and "Code Green," an environmental sustainability program. The materials consist of manager's handbooks, strategic plans, correspondence, annual reports, awards, and marketing materials, such as posters and newsletters. The collection also includes digital design files for various internal communications and Code Green brochures, handbooks, and fliers.

### Preferred Citation

Rico Izaguirre Collection of Harrah's Entertainment Records, approximately 2003-2009. MS-01207. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada. <http://n2t.net/ark:/62930/f1xz2w>

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## Historical Background

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Harrah's Entertainment, Inc. began as a short-lived bingo parlor in Reno, Nevada, first formed in 1937 by William (Bill) Fisk Harrah. Bill Harrah re-opened his casino as Harrah's Tango Club in 1938 and grew the business by acquiring neighboring casinos in Reno. He expanded the Harrah's brand over time and in 1971, the company made its initial public offering as Harrah's Inc.

Harrah's Inc. was purchased by another hotel corporation, Holiday Inns, Inc., after Bill Harrah's death in 1978. The corporation retained the Harrah's brand on its existing Nevada hotel-casinos, Harrah's Reno and Harrah's Lake Tahoe, and built Harrah's Del Rio (later renamed Harrah's Laughlin) in Laughlin, Nevada. The Harrah's brand expanded into Atlantic City, New Jersey with the construction of Harrah's Marina (later renamed Harrah's Resort Atlantic City).

In 1990, The Promus Companies assumed ownership of part of Holiday Inns, Inc.'s former holdings, including the Harrah's properties. In 1995, The Promus Companies separated its hotel-casinos from its non-gaming hotels, creating Harrah's Entertainment, Inc. as the parent company of the 16 gaming properties. In 2005, Harrah's Entertainment acquired Caesars Entertainment, Inc. but continued to operate under the Harrah's Entertainment name until late 2010, when the corporation changed its name to Caesars Entertainment Corporation.

In 2020, Caesars Entertainment and Eldorado Resorts merged and as of 2025, continue to operate as Caesars Entertainment.

Sources:

McGinness, Brett. "Timeline: Harrah's 82-year history in downtown Reno." *Reno Gazette Journal*, January 15, 2020. <https://www.rgj.com/story/news/2020/01/15/timeline-harrahs-82-year-history-downtown-reno/4480253002/>

Parmley, Suzette. "The gambling world gets a new top dog - Harrah's." *Philadelphia Inquirer*, June 14, 2005. Archived September 18, 2015 at [https://web.archive.org/web/20150918061533/http://articles.philly.com/2005-06-14/business/25437395\\_1\\_caesars-entertainment-harrah-s-entertainment-gary-loveman](https://web.archive.org/web/20150918061533/http://articles.philly.com/2005-06-14/business/25437395_1_caesars-entertainment-harrah-s-entertainment-gary-loveman)

"Promus plans corporate split - Harrah's casino division to separate from hotel business." *The Kansas City Star*, January 31, 1995. NewsBank.

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## Scope and Contents Note

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The Rico Izaguirre Collection of Harrah's Entertainment Records (approximately 2003-2009) is comprised of records relating to employee engagement initiatives specific to the Atlantic City, New Jersey properties operated by Harrah's Entertainment, Inc., including Harrah's Resort,

Showboat, Caesars, and Bally's. The initiatives include "Winning Together," a program intended to boost employees' political engagement during the 2004 election season in the United States, and "Code Green," an environmental sustainability program. The materials consist of manager's handbooks, strategic plans, correspondence, annual reports, awards, and marketing materials such as posters and newsletters. The collection also includes digital design files for various internal communications and Code Green brochures, handbooks, and fliers.

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## Arrangement

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Materials are arranged by topic.

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## Administrative Information

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### Access Note

Collection is open for research. Arrangements must be made in advance to access digital files; please contact UNLV Special Collections and Archives for additional information.

### Publication Rights

This material is made available to facilitate private study, scholarship, or research. The donor, Rico Izaguirre, transferred all right, title and interest they had in the Rico Izaguirre Collection of Harrah's Entertainment Records (MS-01207) to UNLV. However, some material may be protected by copyright, trademark, privacy, publicity rights, or other interests not owned by UNLV. Users are responsible for determining whether permissions are necessary from rights owners for any intended use and for obtaining all required permissions. Acknowledgement of the UNLV University Libraries is requested. For more information, please see the UNLV Special Collections policies on [reproductions and use](#) or contact us at [special.collections@unlv.edu](mailto:special.collections@unlv.edu).

### Acquisition Note

Materials were donated in 2025 by Rico Izaguirre; accession number 2025-031.

### Appraisal Note

Acquired by Sarah Quigley, Director of Special Collections and Archives, as part of UNLV Special Collections and Archives holdings on the hospitality and gaming industry. The "Code Green Toolbox," a wooden box containing marketing materials and grass filling was photographed,

and the box and grass filling were discarded. The photographs were printed as photocopies and are housed with the marketing materials previously contained inside the box. Landon Paljusaj reviewed and appraised the digital files and removed duplicate files. The original acquisition included 0.5 linear feet of duplicate materials that were also discarded.

## Processing Note

In 2025, Landon Paljusaj arranged and described the materials, transferred digital files from optical discs, created access copies of the digital files, and wrote the finding aid in ArchivesSpace.

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## Related Materials

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### Related Collections

The following resource may provide additional information related to the materials in this collection:

Harrah's Entertainment Corporate Archives, 1811-2004. MS-00460. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada. <http://n2t.net/ark:/62930/f1159j>

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## Names and Subjects

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- Advertising -- Hotels
  - Public relations
  - Atlantic City (N.J.)

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## Collection Inventory

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Title/Description	Containers
Winning Together program 2004 annual report, 2004 to 2005 Physical Description: 2 Files	box 01
Winning Together program budget, strategic plan, and correspondence, 2004	box 01
Winning Together program manager's handbook, 2003 to 2004	box 01

	oversized box 02
Winning Together program employee identification pins, approximately 2004	oversized box 02
Code Green toolkit manager's handbook, brochures, and informational fliers, approximately 2008 (MS_01207_006_a, MS_01207_006_b) Physical Description: 1 Files Physical Description: 5 Digital Files (0.040 GB) PDF/A	box 01 digital file 00
"Code Green Toolbox for Property Managers" box contents and photographs of original item, approximately 2008	box 01
Code Green initiative promotional posters, approximately 2008	oversized box 02
Environmental Protection Agency (EPA) Environmental Quality Award for Harrah's Code Green initiative, narrative description, newsletter, and event program, 2008	box 01
Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards certificates and event program, Harrah's Code Green initiative, 2009	oversized box 02
Family and Medical Leave Act (FMLA) poster and assorted promotional mailers, approximately 2008 to 2009	box 01
Various Harrah's Entertainment employee newsletters and fliers, 2007 to 2008 (MS_01207_001-004) Physical Description: 7 Digital Files (0.011 GB) PDF/A	digital file 00
"Bring it Home Atlantic City" poster designs, 2009 (MS_01207_005) Physical Description: 3 Digital Files (0.019 GB) PDF/A	digital file 00