



For Immediate Release

**“BIRD IS THE WORD” CONTEST TAKES FLIGHT FOR PUBLIC
TO NAME THE CASABLANCA RESORT & CASINO PARROT**

Mesquite, NV – (August 2, 2024) – CasaBlanca Resort & Casino announced today a “Bird is the Word” contest starting on August 2nd at noon asking for the public’s help in naming the anonymous parrot featured in their logo and as their mascot. Created in 1997 when the property opened, the colorful parrot has appeared prominently in CasaBlanca’s marketing since that time.

“After going nameless for 27 years, we figured our feathered friend more than deserved a name for all the goodwill and happiness it’s brought to our guests,” said Justin Moore, CEO, Mesquite Gaming. “Who better to help us choose a creative name than the visitors who’ve been enjoying it for so long?”

The “Bird is the Word” contest goes live on the CasaBlanca Resort & Casino Facebook page facebook.com/CasablancaNV on August 2nd and runs through August 7th. The public is invited to submit name suggestions in the Comments section of the Contest Post. The contest ends on August 7th at noon and the winner will be announced on August 8th on Facebook.

In addition to bragging rights, the “birdbrain” who submits the winning name will receive a free 2-night stay at CasaBlanca Resort with a \$100 room credit per night!

Entrants must be 21+ years of age and qualifying names will be based on initial submission only. You must adhere to all steps to qualify. The winner has 24 hours to claim their prize after it’s announced. Management reserves all rights.

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ABOUT MESQUITE GAMING:

Mesquite Gaming, located 77 miles north of Las Vegas, includes Virgin River Hotel/Casino/Bingo and CasaBlanca Resort-Casino-Golf-Spa. A premier golf destination, Mesquite Gaming owns and operates The Palms Golf Club and CasaBlanca Golf Club. Combined, the two properties feature 1,186 guest rooms, 76,000 square feet of casino space, with 2,000 slot machines and 36 gaming tables, and 70,000 square feet of meeting and convention space. For more information, visit mesquitegaming.com.