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PCI Gaming Authority Announces Major Sponsorship of “Bama Rising” Benefit Concert

Poarch Creek Indian Reservation, Atmore, Alabama – June 8, 2011. PCI Gaming Authority, the commercial gaming business owned by the Poarch Band of Creek Indians, today announced a major sponsorship in “Bama Rising”, a showcase concert benefitting tornado victims in north Alabama. PCI Gaming is donating \$100,000 toward the effort, joining Verizon as one of the marquee corporate sponsors of the event.

Poarch Tribal Chairman Buford L. Rolin noted, “We have had hurricanes come through our part of the State, and we know how long it takes to rebuild. We want to continue to be of assistance to our neighbors in northern Alabama in the weeks and months ahead. This is not a task that can be completed easily or quickly.”

“All of us wanted to do something to help the folks up around Birmingham who have lost so much,” said Keith Martin, Chairman of the PCI Gaming Board. “This concert is a show of generosity by so many – all the artists who have donated their time and talent – and we want to show our support for their efforts and do what we can to make this benefit a big success.”

On May 6th, the Poarch Band of Creek Indians donated a total of \$500,000 to relief efforts. The Tribe gave \$100,000 to Governor Bentley’s Relief Fund, and it gave \$50,000 to both the Tuscaloosa and the Birmingham Chapters of the American Red Cross. An additional \$300,000 was put into the Poarch Band of Creek Indians Emergency Relief fund to address local needs in the affected areas.

The Tribe’s PCI Gaming Authority, which operates Wind Creek Casino and Hotel in Atmore, Creek Casino Montgomery, and Creek Casino Wetumpka, provides 1600 jobs at its three locations. PCI Gaming’s President and CEO Jay Dorris noted, “Since the tornado hit, we have been looking at ways we can be of service. This benefit offered us a way to help doing what we do best – provide great entertainment, good food to the folks who come to the concert, and a monetary donation, as well. We are thrilled to be part of this effort.”

PCI Gaming is also donating its renown culinary expertise to the fund-raising event. Chef Stafford DeCambra, corporate executive chef at Wind Creek and a gold-medal winner in the Culinary Olympics, will travel with a “gourmet army” of his kitchen staff to Birmingham where they will offer “Sweet Gems from a Four-Diamond Resort” on the arena’s concourse. Concert-goers will be able to sample the bite-sized samplings of elegant pastries and desserts in exchange for a donation to “Bama Rising”.

“This event shows what is best about our State,” reflected Chairman Rolin. “It is important that we all come together when times are hard. ‘Bama Rising’ is focused on helping our neighbors, and it is an effort that we are proud to support.”

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