



Wildhorse celebrates 15th Anniversary with a bang

March marks the 15th Anniversary for Wildhorse Resort and Casino and they are celebrating in a big way. From fireworks and concerts to cars and cash giveaways, Wildhorse is throwing one heck of a birthday party.

Every birthday party needs party favors and Wildhorse is pulling out all the stops by giving away a muscle car every weekend. Each Saturday in March at 2pm, one lucky winner will drive off with one of four new 2010 Dream Rides, including a Dodge Charger, a Chevrolet Camaro, a Dodge Challenger or a Ford Mustang.

The big attraction for the month is the Wildhorse 15th Anniversary Fireworks Show. Every year to celebrate their anniversary, Wildhorse presents the largest fireworks show in Eastern Oregon. On Saturday, March 27, a breathtaking display will ignite the sky above the casino. A special musical medley choreographed with the fireworks will play on the speakers at the site or on-lookers can listen from the car radio by tuning to Umatilla Tribal radio, KCUW, 104.3 FM. The show will feature many crowd favorites including exploding shells with names such as Peacock Tail, Red & Silver Rain, Smiley Face, and the very spectacular Gold Brocade Waterfall. This year, Homeland Fireworks has will also be showcasing the “Wall of Fire.” Guests will be able to feel the heat of a massive 200 foot long gas fire ball as it explodes in mid air. The show will start at 8pm.

Following the fireworks, guests 21 years and over are invited inside for a free concert in the Rivers Events Center featuring Country music legend, Ricky and the Redstreaks at 8:30pm. The band comprised of six talented musicians and vocalists from Northern California and Nevada combine their high-energy music with off-the-wall comedy to entertain audiences across the country. Opening for Ricky and the Redstreaks is local favorite, Little McKay Creek.

“This anniversary celebration is a very special milestone for us” said Gary George, CEO at Wildhorse Resort and Casino. “Over the past 15 years, Wildhorse has seen tremendous growth.” George continued by explaining that the growth has not only been important to the Confederated Tribes of the Umatilla Indian Reservation but also to the communities all over Eastern Oregon and Washington. “In 2009, Wildhorse Resort and Casino along with the Wildhorse Foundation gave more than \$1.1 million to local groups and charities.” Wildhorse has been fortunate to come as far as we have in the last 15 years and we are very excited to continue to give back to the communities that have supported us.”

The economic impact of Wildhorse doesn't with stop charitable contributions. The resort has grown from 142 employees at their start to close to 600 employees currently. Additionally, because Wildhorse purchases product from many local vendors, they have helped the vendors employee base grow as well. A majority of the employees live in and contribute to the economy of the local area on a daily basis.

One of the vendors, Pepsi, who is the Anniversary concert sponsor, has been a partner with Wildhorse since its beginning. "Because of the continued growth of Wildhorse, Pepsi has been able to grow too" said Pendleton Bottling General Manager Terry Bonson. "Pepsi has poured thousands of gallons of our product at Wildhorse over the years. We are very excited to be a part of their Anniversary celebration."

Looking back on the 15 years, Wildhorse has a lot to celebrate. What started in a modular trailer has developed into one of the regions largest tourist destinations comprised of a 24-hour casino, hotel, RV Park, 18-hole golf course, 5 restaurants and a sports bar. And they show no signs of slowing down any time soon!
