



Casino Staff & Local School Hit Jackpot!

“We have started several trip reward programs for casino team members because it promotes morale and loyalty in a business where turnover is traditionally high.”

Mae Russell, Database Marketing Manager, Fitzgeralds® Casino Hotel, Las Vegas

PROFILE

Away from the glitter of downtown Las Vegas, the staff of Fitzgeralds® Casino Hotel takes pride in volunteer programs to improve the quality of their neighbourhoods. Fitzgeralds supports these initiatives and backs it up with Team Member Travel Incentive Programs to encourage community participation.

PROMOTIONS PART OF THE GAME

In the fall of 2006, Fitzgeralds launched a School Supply Drive. A challenge went out to team members in all of departments of the casino and hotel to transform trash bins and the area around them, into eye-catching decorative designs to be filled with much-needed school supplies. The prize for best decoration -- three Carnival Cruises for two to Mexico!!

“It connects us all to the community in such a positive way,” says Russell. “How many companies do you know have that type of incentive to help the community?”

HELPING STUDENTS IN NEED

The winning Fitzgeralds' volunteers chose to do an extreme makeover on a dumpster at Booker Elementary School for several reasons. Most of the students come from single-parent families. The school has been demolished, and the youngsters are coping with portable trailer classrooms until the new school is finished. Fitzgeralds also offers trip rewards to employees who volunteer as tutors.

Fitzgerald's Hotel and Casino Satisfaction Rating 10/10

“It's been great. You provide everything I could ever think of to promote the cruises.

It's pleasant doing business with you and I appreciate that.”

Mae Russell, Database Marketing Manager, Fitzgeralds® Casino Hotel, Las Vegas



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