



Caesars Sportsbook Expands Mobile Wagering Statewide in North Carolina

Mar 11, 2024

Sports fans 21 and older across North Carolina can get in on the action with the Caesars Sportsbook app on mobile or via desktop

RALEIGH, N.C.--(BUSINESS WIRE)--Mar. 11, 2024-- After becoming the first sportsbook to offer mobile sports wagering in North Carolina on Eastern Band of Cherokee Indians Tribal Lands and at [Harrah's Cherokee Casino Resort](#) and [Harrah's Cherokee Valley River Casino & Hotel](#), Caesars Sportsbook is now accepting mobile sports wagers across the Tar Heel State. The full launch of Caesars Sportsbook, the premier sports betting platform operated by Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars"), builds on the longstanding partnership between Caesars and the Eastern Band of Cherokee Indians. Sports fans 21 and older can [download](#) the Caesars Sportsbook app on iOS and Android or access it via desktop when visiting [caesars.com/sportsbook](#).

"North Carolina is filled with sports fans who've shown us how passionate they are about their teams," said Eric Hession, President of Caesars Digital. "The expanded launch of our Caesars Sportsbook mobile app serves as an opportunity for fans to get a little closer to the sports they love, and we look forward to providing a best-in-class mobile sports wagering experience to more North Carolinians that pays homage to the sports excellence that is engrained in the state's history."

Caesars Sportsbook's integration with the company's industry-leading customer loyalty program, [Caesars Rewards](#)[®], provides users with unmatched rewards linked to their sports wagering activity. Every wager placed in-person or on the Caesars Sportsbook mobile app earns Tier Credits for status and Reward Credits that are redeemable for a variety of extraordinary Caesars Rewards experiences, including discounted getaways at various Caesars destinations across North America, world-class culinary or entertainment experiences, and more.

The Caesars Sportsbook app features thousands of game markets, prop bets, same-game parlays, in-game live betting for all major North American sports league action and the ability to livestream marquee sporting events, including NFL games, directly in the app. The online experience is also highlighted by user-friendly features like quick payouts and numerous deposit options to build on the gold-standard sports wagering experience available at Caesars destinations in North Carolina. Convenient cash deposits and withdrawals for Caesars Sportsbook mobile accounts can also be made at Harrah's Cherokee Casino Resort in Cherokee, NC, and Harrah's Cherokee Valley River Casino & Hotel in Murphy, NC.

Starting today, eligible sports fans anywhere in North Carolina can download the Caesars Sportsbook app, register online, and deposit funds to take advantage of a special sign-up offer for first-time users.

- **Register, deposit, and bet \$10 to get \$250 in Bonus Bets**
 - Opt-in and register using promo code CZRNC
 - Bet \$10 or more on your first wager
 - Receive \$250 in Bonus Bets
 - Visit [Caesars.com/promos](#) for full terms

In addition to its launch offer, Caesars Sportsbook is offering golf-specific Caesars Rewards experiences that pay tribute to a sport that holds a legacy in the South. These VIP experiences include a getaway at the 2024 Masters, Stay & Play opportunities at Harrah's Cherokee and Sequoyah National Golf Club, and even a round of golf for two at Pinehurst No. 2 after the conclusion of the 2024 U.S. Open. Full details can be found at [sportsbook.caesars.com/us/nc/bet/promos](#).

Caesars Entertainment remains committed to emphasizing Responsible Gaming education as Caesars Sportsbook expands into more jurisdictions. In 2023, the Company implemented a refreshed 21+ policy, which certifies that all Caesars Rewards accounts are only made available to individuals 21 and older, and, where allowed by law, limits all domestic gaming, pari-mutuel, sports, and iGaming options to those 21 and older. This 21 and older policy applies to all sports wagering operations conducted by Caesars Sportsbook in North Carolina, including on the Caesars Sportsbook app and at both Caesars destinations in the state. In addition, customers in North Carolina seeking help regarding gambling can visit [www.morethanagame.nc.gov](#) for additional information and resources.

For real-time industry updates and to join the empire of like-minded Caesars, players can engage with the Caesars Sportsbook social handle @CaesarsSports on Twitter, Instagram, and Facebook.

About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment Company in the U.S. and one of the world's most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars[®], Harrah's[®], Horseshoe[®], and Eldorado[®] brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the Company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.[®] Gambling Problem? Call or text 1-800-GAMBLER. For more information, please visit [www.caesars.com/corporate](#).

About Harrah's Cherokee Casinos – An Enterprise of the Eastern Band of Cherokee Indians

[Harrah's Cherokee Casino Resort](#) is located in the heart of the Great Smoky Mountains of Western North Carolina. The casino has over 3,000 games. The property also features over 1,800 hotel rooms, the Le Fu Men gaming area, 12 dining options, the luxurious 18,000 square foot Mandara Spa, 10 retail shops, the 3,000 plus seat Event Center, Caesars Sportsbook, North Carolina's first and premiere sports betting venue, and The Cherokee Convention Center. In addition to the 56-acre property, guests have privileged access to the Eastern Band of Cherokee Indian-owned Sequoyah National Golf Club. Harrah's Cherokee Casino Resort is also home to the UltraStar Multi-tainment center which features 24 bowling lanes, an arcade, and three bars.

[Harrah's Cherokee Valley River Casino & Hotel](#) is located near Murphy, North Carolina. The Cherokee County, NC property features over 1,000 games, The Food Market, The Landing Café, a 300-room, full-service hotel, and Caesars Sportsbook, North Carolina's first and premiere sports betting venue. Harrah's Cherokee Valley River Casino & Hotel hosts the UltraStar Multi-tainment Center which features 16 bowling lanes, an arcade, and bar.

Responsible Gaming in North Carolina

Must be 21 or older to gamble. Know When To Stop Before You Start.® Gambling problem? Call 1-877-718-5543 or visit morethanagame.nc.gov

Promotion Terms

Must be 21+ and physically present in NC. New users only, including **Coming Soon** participants who registered accounts before 3/11. Must register using eligible promo code. Ends 4/30. First bet after registration must qualify. Min. qualifying bet: \$10. **Each Bonus Bet expires 14 days after receipt.** Bonus Bet amount not returned for winning bets. Void where prohibited. See Caesars.com/promos or "Promos" tab on Caesars Sportsbook app for full terms.

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