

PROJECT PROFILE | Harrah's Cherokee, North Carolina

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PRODUCT(S)
WrapSHIELD[®] & WrapSHIELD[®] SA (Self-Adhered)

PROJECT DESCRIPTION
The \$633M expansion project of the Harrah's Cherokee Casino in the Smoky Mountains of North Carolina features a combined 250,000 ft² of VaproShield WrapShield and WrapShield SA (Self-Adhered). WrapShield SA was chosen for ease of installation, no primer required, and for its high perm rating (50 perms).

The officials for the casino voted in 2007 for the huge expansion. It will feature a 3rd tower of hotel rooms, luxury spa, 3000 seat event center, new parking garages, and food & retail outlets. The project is expected to be complete in 2012.

Harrah's is the world's largest provider of branded casino entertainment through operating subsidiaries. Harrah's boasts 14 brands and almost 40 hotel casinos. Since their beginnings, 70 years ago, they now have properties on four continents.



The \$633M expansion project on the Harrah's Cherokee Casino is expected to be complete in 2012. Over 250,000 ft² of WrapShield and WrapShield SA will be used on the project.

