



FOR IMMEDIATE RELEASE
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Greektown Casino-Hotel Launches “Turning the Page on Illiteracy” with Metro Detroit Book Drive

DETROIT – Greektown Casino-Hotel today announced its Summer Book Drive as the inaugural initiative of its ***Turning the Page on Illiteracy*** program. Designed to empower Detroit students through the power of literacy and encouragement of leadership, ***Turning the Page on Illiteracy*** is the benchmark initiative of Greektown Casino-Hotel’s dedication to its community.

The program was launched today at the WCSX and Greektown Casino-Hotel sponsored ***WCSX Workforce Wednesdays*** lunchtime concert series at Campus Martius, Detroit. The book drive will continue throughout the summer with ongoing collection spots at the weekly Campus Martius concerts, Greektown Casino-Hotel and more than 30 summer festivals throughout the Metro Detroit region, concluding August 22.

“We are committed to helping our city turn the page on the unfortunate statistics regarding the education and graduation rate of our city’s youth,” said Greektown Casino-Hotel CEO Michael Puggi. “We at Greektown Casino-Hotel want to have a positive, immediate and significant community contribution. This kickoff book drive is a fantastic way to enlist fellow Detroit businesses and individuals to get involved and raise awareness of this important issue facing our citizens.”

Greektown Casino-Hotel is asking for books written for reading levels of kindergarten through eighth grade to be donated. All books collected will be distributed to select Detroit Public Schools elementary and middle schools.



In addition to individual donations, many local businesses are getting behind Greektown's program with Compuware, Blue Cross Blue Shield of Michigan and Duffey Petrosky leading the way with major donations at today's Workforce Wednesday event.

Following the book drive, Greektown Casino-Hotel plans to implement many other programs under the ***Turning the Page on Illiteracy*** umbrella including mentorship and school adoption opportunities.

For a full list of drop off locations and dates, please see the attached schedule of events.

About Greektown Casino-Hotel

Located in the heart of Detroit's Greektown Dining and Entertainment district, Greektown Casino-Hotel opened on Nov. 10, 2000. Greektown Casino-Hotel offers such amenities as the International Buffet, Eclipz Lounge, Shotz Sports Bar & Grill, Bistro 555 and a VIP lounge for players. Greektown Casino-Hotel opened its 400-room hotel tower in February 2009 and recently became the first Michigan casino to debut a smartphone application. For more information, visit greektowncasino.com.