

PRESS RELEASE



FOR IMMEDIATE RELEASE
December 21, 2023

CONTACT: James Nye
269.598.4248
james@nyeadvisors.com

Gun Lake Casino Toys for Tots Brings Hundreds of New Toys for Area Children

(Wayland, Mich.) – Gun Lake Casino (GLC) is thrilled to announce the resounding success of its annual Toys for Tots fundraiser and toy collection, held from December 1 through December 16. Demonstrating an incredible spirit of generosity, GLC guests and team members united to contribute hundreds of new toys, collectively valued at an estimated \$47,920. These gifts will be distributed to children in need across Allegan, Ottawa, and Van Buren Counties, bringing joy and making a positive impact in the local community.

“Annually, Gun Lake Casino proudly joins forces with the Marine Corps Lakeshore Toys for Tots in an enduring commitment to ensure that less fortunate children receive holiday gifts,” said GLC CEO Sal Semola. “This ongoing partnership reflects GLC’s dedication to spreading joy and making a positive impact to the surrounding communities. The collaborative effort between GLC and the Marine Corps Lakeshore Toys for Tots is a testament to the community-focused values upheld by both organizations.”

The festivities kicked off at 131 Sportsbar and Lounge, drawing over 300 people on December 2. Families attending this heartwarming event not only generously donated a toy but also received a delightful package of festive offerings. Each family enjoyed a free professional photo with Santa, indulged in a delicious pancake breakfast, treated themselves to decorated sugar cookies, and savored warm beverages at the hot cocoa bar.

As an extra incentive during the drive, guests were given the chance to contribute by bringing in new unwrapped toys. For every toy donated, guests received a dollar-for-dollar return value in the form of free slot play, up to \$100. This innovative initiative not only spurred additional

donations but also added an extra layer of excitement for the guests, making the entire event a joyful and rewarding experience for all involved.

“The Lakeshore Toys For Tots organization would like to like to thank the Gun Lake Casino and the Gun Lake Tribe for their generosity this holiday season,” said LCpl Larry Klunder. “With their support the Toys For Tots organization will be able to help hundreds of children in the area around the casino to receive several toys this holiday season. It is our mission to make sure that no child goes without a toy this holiday season. The Gun Lake Casino is a huge part of our success. Their commitment to helping us grows every year. We are truly blessed to have Gun Lake Casino partner with us to make a huge difference in the community again this year.”

Monetary donations in support of next year’s Toys for Tots campaign are being accepted at GLC throughout the month of December.

###

About Gun Lake Casino

Gun Lake Casino, a premier gaming and entertainment destination, is located off Exit 61 on U.S. 131, halfway between Grand Rapids and Kalamazoo. Gun Lake Casino has begun a \$300-million expansion which features a 252-room 4-diamond hotel, a full-service spa, meeting space, additional dining options, and multiple swimming pools inside the Wawyé Oasis, a 32,000-square-foot glass atrium, all scheduled to open by March 2025.

Currently, the casino offers a variety of thrilling gaming options, including 2,300 state-of-the-art slot machines, over 50 table games, a live poker room, a modern sportsbook, and keno. Gun Lake Casino is comprised of high-quality dining amenities, including Shkodé Chophouse with a contemporary take on American cuisine, CBK (Craft·Bar·Kitchen) inspired by the brewery culture in Michigan, 131 Sportsbar & Lounge with over 6,500 square feet of meeting space, and over 1,000 square feet of viewing surface for panoramic views of live event, and Harvest Buffet featuring fresh ingredients, cooked to order.

Gun Lake Casino is owned by the Match-E-Be-Nash-She-Wish Band of Pottawatomi Indians. Gun Lake Casino is committed to giving back by seeking opportunities to improve the quality of life in the community in which it serves. We believe it is a privilege and responsibility to help build and maintain a positive and healthy community. For more information, visit www.gunlakecasino.com.