



Raising the Stakes in West Virginia

Big Improvements and Hot Technology Elevate Gaming at Charles Town

West Virginia might be wild and wonderful, but Hollywood Casino at Charles Town Races is wonderful in a decidedly different way—it's a bastion of silver-screen glamour and gaming technology.

In the last year, a \$40-million expansion added a luxury steakhouse that uses iPads to showcase their wine list, a live music lounge and a sports bar with flat-screen televisions and touch-screen remotes at every table.

And this just tops off Hollywood Casino's amazing offering of fun and games. Starting July 2010, the casino rolled out table games that include Blackjack, Craps, Roulette, Mini-Baccarat and Pai Gow. Poker has its own kingdom, the 30-table Poker Room that plays Limit and No-limit Texas Hold'em, Limit and Pot-limit Omaha 8 or better, and 7 Card Stud.

Add that to the 4,200 slot machines and the historic racetrack, and Charles Town is quickly becoming a gaming destination that competes with the biggest casinos in the country.

"We're proud to offer guests variety," says Al Britton, general manager. "There's racing, table games, restaurants, hotels and history."

Located just over the state line in Jefferson County, W. Va., and within an

hour of Rockville, Hollywood Casino at Charles Town Races features over 200,000 square feet of gaming space luxuriously appointed in an Art Deco, old-Hollywood theme.

The gaming floor meanders through different Hollywood genres, billboards for soon-to-be-released movies hang from the ceiling, and a 34-foot-long video ribbon board shows movie trailers. Touch-screen kiosks located throughout the casino direct you to desired games and offer information about the casino, dining choices, area attractions and history.

Upping the Ante

No matter what kind of luck you're having at Hollywood Casino, there's one thing you can count on: You won't go home hungry. Staples include the Epic Buffet with more

than 150 food offerings and a Vietnamese pho soup bar, the food court adjacent to the casino floor, and the Skyline Terrace that overlooks the racetrack. But for a special treat, consider one of the casino's three new dining options: the H Lounge, The Skybox Sports Bar or The Final Cut.

The sophisticated H Lounge is located adjacent to the casino's table game party pit, and The Skybox Sports Bar is perched above the H Lounge, giving both areas a view of the action at the tables in the party pit.

The H Lounge features a square-shaped bar, a cushioned seating area for VIPs, a dance floor and an entertainment stage for cover bands, regional acts, DJs or karaoke. A video wall behind the stage is composed of 18 flat-screen televisions. "We use Iced Cobra beer taps at the bar, and they are so cold that they develop frost on them," says Jon Hall, promotions and events administrator.



The Skybox Sports Bar also has that hip and sophisticated feel, but with a focus on sports and that guy obsession—big televisions. "What's really neat are the individual TVs at the booths and tables that allow you to touch whatever channel icon you want," says James Boutcher, vice president of operations. "You don't have to remember a number, you just hit the icon."

Twelve display cases feature memorabilia from area teams—the Orioles, Capitals, Redskins, Nationals and more. Patrons can access information on all items through interactive LCD screens.

The Skybox offers traditional pub fare, but the gastronomically adventurous may want to try The Beast, a two-pound beef hamburger fixed with a head of lettuce and half-pound of bacon and served on a loaf of focaccia bread. The Beast comes with a pound of French fries and a challenge: Anyone who can finish The Beast in one hour receives their meal for free, a t-shirt and much-coveted bragging rights. To date, 48 people have tried to slay The Beast, but only one has succeeded.

For High Rollers

A third new dining option is The Final Cut. Intimate and old-Hollywood themed, this premium steakhouse seats 100 and is decorated with movie-star wardrobe displays that highlight the finery of Sandra Bullock, Tom Cruise, John Travolta, Sophia Loren, Kim Basinger, Angelina Jolie and others.

"It's the little things at Final Cut that make it really special," says Tiffany Lawrence, marketing and public relations manager. If you forget your reading glasses, they'll lend you a pair. If you're chilly, they'll get you a shawl. If you order iced tea, your ice cubes will be made of tea also.

Rounding out The Final Cut's thoughtful details is the award-winning wine list delivered via iPad. "The iPad is a fun touch," says Boutcher. "They're interactive, and it makes the wine list very easy to look through by country, region or type."

The Final Cut offers more than 250 wines and received the Award of

Excellence from The Wine Spectator.


The dinner menu features naturally aged USDA Midwestern prime beef, American Kobe beef, Colorado lamb, Duroc pork, free-range chicken, wild salmon, cold-water lobster, sushi-grade Ahi tuna and seasonal shellfish that is delivered daily.



A Gaming Tradition

George Washington's youngest brother, Charles Washington, founded Charles Town in 1786, and is said to have raced horses down Main Street in his day.

A lot has changed since then, but racing has remained. The racetrack opened in 1933 and was a huge success despite running through the height of the Great Depression. Slots were added in 1997 and table games in 2010, but horse racing is still a popular mainstay.

The 153-room Inn at Charles Town overlooks the racetrack, and guests can watch the thoroughbreds' morning workouts and races from their rooms. "The horsemen come by with the horses in the morning and interact with the people having breakfast," says David Brower, director of hotel operations. 

The casino operates 24 hours a day, every day of the year, and the racetrack holds races Thursday through Sunday, year-round.
www.hollywoodcasinoharlestown.com

Upcoming Events

September 10, 24

\$175,000 Lincolns & Loot Giveaway

September 17

Charles Town Race for the Ribbon
(Benefits Susan G. Komen Foundation)

October 15

WV Breeders' Classic