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News Release

Ho-Chunk Gaming Madison Amplifies Smoke-Free Environment

MADISON, WI November 5, 2019 - Ho-Chunk Gaming Madison announced as of November 4th there will be no smoking of any kind allowed inside their casino. Wisconsin's only tobacco smoke-free casino has now amplified that by prohibiting all smoking products, electronic devices or otherwise. They are banning vaping devices and e-cigarettes taking their healthy, clean-air gaming environment one step further. With vaping being an underlying health concern locally and nationally, the Ho-Chunk Nation, a sovereign, decided of their own volition to include this ban enhancing their smoke-free initiative.

August 1, 2019 was their fourth year enjoying being smoke-free. "This past four years has been successful and no doubt our decision to go smoke-free contributed immeasurably," said Daniel Brown, Executive Manager, Ho-Chunk Gaming Madison, "It enabled us to strengthen our customer base by attracting new customers. Additionally, a recent employee survey indicated positive comments from our staff. We strive for a healthy environment for both our guests and our staff. This decision was a win-win-win, for our guests, employees and business. Everyone acclimates and can appreciate a healthier indoor environment and I feel confident this enhancement will be no different."

While an estimated 95% of their guests don't vape, Ho-Chunk Gaming Madison will continue to provide an outdoor climate-controlled smoking cubicle separate from the building, for their smoking clientele. "We are intentional in our consideration and accommodation for all of our guests by offering them a comfortable environment," Brown stated.

Ho-Chunk Gaming – Madison is owned and operated by Ho-Chunk Nation Enterprises, with headquarters in Black River Falls, Wis. Ho-Chunk Nation Enterprises also owns and operates Ho-Chunk Gaming – Black River Falls, Ho-Chunk Gaming - Nekoosa, Ho-Chunk Gaming - Tomah, Ho-Chunk Gaming – Wisconsin Dells and Ho-Chunk Gaming - Wittenberg. For more information, call Ho-Chunk Gaming – Madison at 888/248-1777 or go online www.ho-chunkgaming.com.

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