



Willows 2010 U.S. Open Sporting Clays Championship Moved to Alternate Harrah's Owned Tunica Location Due to Flood Conditions

Event Dates Remain June 1- 6

TUNICA, Miss., May 21, 2010 – Due to recent weather conditions and the sudden volume increase of the Mississippi River the Willows 2010 U.S. Open Sporting Clays Championship will be relocated to approximately 450 acres owned by Harrah's Entertainment just two miles away from the original location at Willows Sporting Clays and Hunting Center in Tunica, Mississippi. The dates of the 2010 U. S. Open will remain as originally scheduled, June 1 – 6, 2010.

The alternate location is a picturesque plot of land subdivided into multiple shooting course locations by dense foliage very similar to that of Willows Sporting Clays and Hunting Center. The alternate location just happens to be on the other side of the river levy so as not to be affected by the rising Mississippi River.

“Those familiar with Willows Sporting Clays and Hunting Center will notice the similarities in the landscapes and facility offerings, said Barry Kelly, manager, Willows Sporting Clays and Hunting Center. “Those unfamiliar with Willows Sporting Clays and Hunting Center are sure to enjoy the experience the alternate location will offer. We are proud to have been chosen to host this wonderful event and we are dedicated to provide everyone with a great shooting experience regardless of the location.”

After recently touring the alternate location, Robert Crow, director of the National Sporting Clays Association (NSCA), Phil Murray, NSCA executive counsel chairman, and Brent Fleming, NSCA executive counsel member agreed that the alternate location was a more than suitable choice for the event to be held.



“I think they should move Willows here permanently,” said Crow. “The new shooting grounds offer rolling terrain, woods, meadows, and open fields along with ample parking next to the paved four acre vendor area.

The U.S. Open Sporting Clays Championship is the second largest sporting clays event sanctioned by the National Sporting Clays Association. The competition is presented by clay pigeon trap manufacturer, Promatic and is open to the public. Registration forms can be downloaded at [Http://www.willowsusopen.com](http://www.willowsusopen.com).

This is the first year the U.S. Open Sporting Clays Championships will be held in Mississippi. “There are less than 10 clubs that are big enough to host a U.S. Open,” said, Michael Hampton, executive director of National Sporting Clays Association. Willows has been the site of state sporting clays championships for Mississippi, Arkansas, and Tennessee. Willows is located on the Harrah’s Casino property along the Mississippi River in Tunica, Mississippi and encompasses land in both Mississippi and Arkansas.

“We hope to attract 1,000 participants for a total of about 2,000 visitors this year because of our location and offerings,” said Barry Kelly, manager, Willows Sporting Clays and Hunting Center.

Willows is located 30 minutes South of Memphis, Tennessee in Tunica, Mississippi. Tunica is home to nine world-class casinos, 6,000 luxurious hotel rooms, fine dining restaurants and buffets, headline entertainers, championship golf and tennis, award-winning museums, lavish spas, and a variety of shopping options.

For more information visit:

<http://www.willowsusopen.com>

<http://www.mynsca.com>

<http://www.harrahstunica.com>.



About the National Sporting Clays Association

Founded in March of 1989 and headquartered in San Antonio, Texas, the National Sporting Clays Association is a non-profit organization owned and operated by its members. With more than 21,000 members, NSCA is America's official premier sporting clays association. Membership is represented by an Executive Council which employs an Executive Director to manage NSCA affairs. An Advisory Council provides members with an additional source of input.

The NSCA is dedicated to the development of the sport at all levels of participation and vows to create an atmosphere of healthy competition and meaningful fellowship within its membership. Shooters who wish to compete can enter sporting clays tournaments and be competitive immediately. The NSCA also offers the hunter a recreational target shooting sport that will strengthen hunting and gun safety skills and extend "hunting" seasons.

About Willows Sporting Clays and Hunting Center

Willows is located on 660 acres of land along the Mississippi River in Tunica, Mississippi. Willows offers sporting clays, trap, skeet and a variety of exciting side games including: 5-Stand, Make-A-Break®, and Duck Flush. Willows has 14 permanent automated stations, each with three shooting levels to accommodate everyone from beginners to seasoned professionals. Low-recoil shotguns and personal instruction is available.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment through operating subsidiaries. Since its beginning in Reno, Nevada over 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The company's properties operate primarily under the Harrah's, Caesars and Horseshoe brand names; Harrah's also owns the London Clubs International family of casinos. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

More information about Harrah's is available at its Web site – www.harrah.com

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