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Tunica RiverPark Wins Shining Example Attraction of the Year

TUNICA, Mississippi (September 13, 2005) □ The Tunica RiverPark, Mississippi's "Travel Attraction of the Year," continues to win awards for its museum and park located on the Mississippi River at Tunica.

The RiverPark recently won the Southeast Tourism Society (STS) Shining Example Award for Attraction of the Year. The awards were presented at the STS fall annual meeting in Charleston, SC. Bill Canter, director of marketing and sales for the Tunica Convention & Visitors Bureau who also serves on the board of directors for STS, accepted the award on behalf of Tunica RiverPark.

The Shining Example Awards recognize outstanding contributions to the advancement of tourism in the Southeastern states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia & West Virginia. Travel Attraction of the Year Award is given to an outstanding travel attraction that generated new business or substantial growth in the past year.

The award is the Tunica RiverPark's seventh award since the facility opened in March 2004. In addition to the Mississippi Tourism Association's award for 2005 Travel Attraction of the Year, the RiverPark has received several awards for architecture, landscape, engineering and steel construction. *Delta Magazine* also chose the Tunica RiverPark as their 2004 Attraction of the Year.

"The RiverPark continues to surprise and delight visitors with its stunning appearance and unique location right on the Mississippi River," said Jerlene Rhodes, executive director. "We are honored to be recognized by another prestigious organization."

The Tunica RiverPark is a \$26 million facility including the Mississippi River Museum, outdoor observation platform, harbor, aquarium and walking trails. Visitors can see the Mighty Mississippi up close, with spectacular views of the river like no other location in the Mississippi Delta.

Adjacent to the RiverPark is a 300-passenger riverboat that offers daily excursions along the Mississippi River.

Located in Tunica's casino resort area, the Tunica RiverPark Museum is open seven days a week from 9 a.m. to 5 p.m. The riverboat offers three cruises each day, including a dinner cruise that boards at 6 p.m., and 7:30 p.m. on weekends. To reach the RiverPark, take Highway 61 to Casino Strip Resort Boulevard, turn onto Fitzgeralds Boulevard, and then onto RiverPark Drive.

For more information about the Tunica RiverPark, call toll-free 1-866-51RIVER or (662) 357-0050. Visit the website at www.tunicariverpark.com.

ABOUT TUNICA

Tunica, a miraculous tourist destination and one of America's fastest-growing casino resorts, is "The South's Casino Capital." Located 30 minutes south of Memphis, Tunica welcomes more than 10 million visitors annually to its nine world-class casino resorts, with more than 6,300 hotel rooms, over 40 restaurants, championship golf, outdoor recreation, museums, outlet and antique shopping, and much more. For travel information, please visit the Tunica website at www.tunicamiss.com or call Tunica at 1-888-4TUNICA.

PHOTO CAPTION

In front of the beautiful RiverPark museum, Bill Canter presents the Shining Example award to Jerlene Rhodes, director of Tunica RiverPark.

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NOTE TO EDITORS: For a variety of press images featuring the attractions in Tunica, please contact Lynne Boyd at lboyd@tunicamiss.com, and let us know your preferences in regard to photo format and content.

For more information about Tunica's casino resorts, entertainment and other attractions, plus a variety of photos, visit the Tunica website at www.tunicamiss.com. Images are available for downloading, or we can provide you with additional photography from our photo library.