



# MESQUITE GAMING



**For Immediate Release**

## **RICH BOYD NAMED DIRECTOR OF MARKETING AT MESQUITE GAMING**

**Mesquite, NV – (August 9, 2024)** – Mesquite Gaming announced today the hire of Rich Boyd as Director of Marketing. He brings over 15 years of marketing and operations experience in the gaming industry to CasaBlanca Resort & Casino and Virgin River Hotel & Casino – Mesquite Gaming’s properties located in Mesquite, NV.

“Rich is the perfect person to help lead our rebranding efforts as we implement substantial renovations and upgrades to the experience of our Mesquite properties,” said Justin Moore, CEO, Mesquite Gaming. “He is extremely knowledgeable in developing and implementing marketing strategies that leverage overall operations.”

Boyd's marketing career began in 2009 with Stations Casinos in Las Vegas as an Operations Manager in their Wildfire Gaming Division. He pursued marketing full-time and transitioned to his role as Marketing Manager at Fiesta Rancho in 2013 where he was later promoted to Director of Marketing. In 2019 he continued his career with Station Casinos in marketing in his role as Director of Marketing at Texas Station. Most recently, Richard worked in Regional Hospitality Marketing for Ceasars Entertainment where he was responsible for overseeing the marketing efforts for The LINQ, Harrah's, and Flamingo properties.

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### **ABOUT MESQUITE GAMING:**

Mesquite Gaming, located 77 miles north of Las Vegas, includes Virgin River Hotel/Casino/Bingo and CasaBlanca Resort-Casino-Golf-Spa. A premier golf destination, Mesquite Gaming owns and operates The Palms Golf Club and CasaBlanca Golf Club. Combined, the two properties feature 1,186 guest rooms, 76,000 square feet of casino space, with 2,000 slot machines and 36 gaming tables, and 70,000 square feet of meeting and convention space. For more information, visit [mesquitegaming.com](http://mesquitegaming.com).