



MESQUITE GAMING



For Immediate Release

ANDY FALKOF NAMED VP OF MARKETING AND ADVERTISING AT MESQUITE GAMING

Mesquite, NV – (September 9, 2024) – Mesquite Gaming continued expanding its leadership staff by announcing today the hire of Andy Falkof as Vice President of Marketing and Advertising. He brings over 20 years of marketing experience to CasaBlanca Resort & Casino and Virgin River Hotel & Casino – Mesquite Gaming’s properties located in Mesquite, NV.

“Andy is a seasoned professional in both national and international resort and casino marketing,” said Justin Moore, CEO, Mesquite Gaming. “He comes in with a clear understanding of our goals and objectives, and a strategy of how best to reach them.”

Falkof’s gaming career began with Caesars Entertainment, and he later became Vice President of Loyalty Marketing for Sands China, where he remained for six years. He then joined Melco Resorts & Entertainment in Manila as the Vice President of Strategy and Analytics. Andy also served as Sr. Vice President and Chief Marketing Officer of Great Canadian Entertainment. Most recently, he worked as Vice President of Marketing for Rivers Casino in Philadelphia, PA.

At Mesquite Gaming, Falkof will be responsible for creating programs and campaigns to increase gaming and non-gaming revenue. He will play an important role as the company is currently renovating and rebranding both 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.