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## $300 Million Dollar Expansion, Pechanga Resort & Casino Celebrates Grand Opening Week

 Brand New Facilities, Same World-Class Gaming

With much anticipation, Pechanga Resort & Casino celebrates a historical grand opening week. The $300 million spent on the resort expansion would rival any casino in California or Nevada. Thursday, March 8, 2018, Pechanga rolls out the red carpet for Asian Media Day, an exclusive event for many of the Asian media outlets, presenting sneak previews and exclusive tours of the new facilities. This event is certainly a highlight of the festivities during grand opening week. “We are completely committed to making Pechanga Resort & Casino a better, more luxurious and fun world-class gaming resort destination,” says Lee Torres, general manager at Pechanga.

This occasion celebrates and acknowledges the great impact of the Asian community to the $550 million-dollar economic growth and development of Temecula Valley. A new redesign of brand and logo was launched for our ever-growing Asian clientele. “We take the loyalty from our Asian guests very seriously and with Pechanga’s newly designed logo and branding, it was of utmost importance to bring Pechanga into present day.” says Bill Anderson, chief marketing officer at Pechanga. The logo evolved from the youthful lion to the majestic and matured winged lion that we see today at Pechanga. The logo Pi Xiu symbolizes wealth and good fortune. The redesign of the new logo reflects the triumphant six years Pechanga had established itself as a first-class destination for Asians, local and afar.

Dignitaries and tribal leaders from the Pechanga Band of Luiseño broke ground in December 2015 and completed its first phase, the new East Parking Garage, one year later. The new resort tower offers modern guest rooms and lavish suites with floor-to-ceiling views of the surrounding south Temecula Mountains, the Journey golf course and the Temecula cityscape. The brand new, luxury two-story spa and resort features 17 therapy rooms, sauna, two hydrotherapy pools, an outdoor pool and cabanas, and a full-service salon for men and women. The 4.5-acre resort style pool complex, waterslides, and swim-up bar called The Cove will be unveiled this spring along with the new Coveside Grill restaurant, offering a variety of delicious bites served poolside or table-side.

Among the many master chefs at Pechanga, chef Jose Mendoza joins the team and brings a variety of culinary flavors to the new Lobby Bar & Grill. The Great Oak Steakhouse, awarded AAA Four Diamond features an exceptional wine list and a true fine dining experience. The extensive selections of Asian restaurants are the reason Pechanga is the most Asian friendly destination. Restaurants such as Bamboo, Umi, Blazing Noodles, and Pechanga’s international buffet will sure to delight any culinary adventurer. Pechanga acknowledges the discerning taste of the Asian community and assures every restaurant at Pechanga offers top-rated, award-winning service, with regional flavors to match.

The countless international acts and high-profile Asian celebrities are the reason Pechanga is the most Asian friendly destination. As part of the $300 million expansion, Pechanga wants to bring your entertainment experience to the next level. The 40,000 square feet, Pechanga Summit truly impresses and accommodates everything from corporate events, stage performances, and arena sports such as MMA fights. The Pechanga Summit presented its first Asian concert featuring the dynamic Hong Kong trio, “The Grasshoppers.” Their popular music and dynamic stage performances had guests dancing in the aisle and into the night. At our 1,200-seat showroom, the Pechanga Theater, previous acts such as JYP also graced the stage.

The exceptional team at Pechanga brings a wealth of experience and extends their first-rate services for their valued clients. Sixteen years of outstanding services, four diamond accommodations, and world-class gaming. Discover the difference and see what makes Pechanga Resort & Casino the most global Asian-friendly destination for world-class gaming and premium entertainment.

**About Pechanga Resort & Casino**

Pechanga Resort & Casino offers one of the largest and most expansive resort/casino experiences anywhere in the United States. Voted the Number One casino in America by readers of USA TODAY and rated a Four Diamond property by AAA since 2002, Pechanga Resort & Casino provides an unparalleled getaway. Offering more than 4,500 of the hottest slots, table games, world-class entertainment, 1,090 hotel rooms, dining, spa and championship golf at Journey at Pechanga, Pechanga Resort & Casino features a destination that meets and exceeds the needs of its guests and the community. Pechanga Resort & Casino is owned and operated by the Pechanga Band of Luiseño Indians. For more information, call toll free 1-888-PECHANGA or visit [www.Pechanga.com](http://www.pechanga.com/). Follow Pechanga Resort & Casino on Facebook and on Twitter @PechangaCasino. Pechanga Resort & Casino is open 24-hours. Guests must be 21 and older to enter the casino.