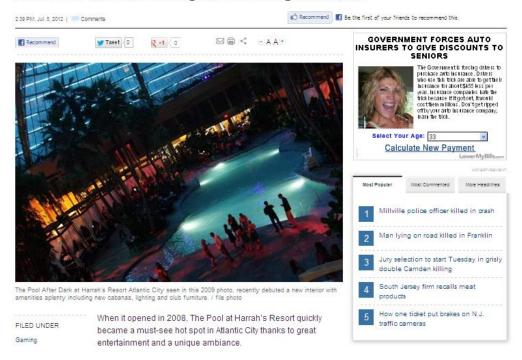
CourierPostOnline.com

Harrah's Pool After Dark gets refreshing makeover



With solid entertainment on track, it was the interior that needed a boost. Hence, the recent renovation which made its debut June 27 with a performance from Outasight.

"We needed to upgrade the experience. We wanted something fresher," said Howard Weiss, regional director of nightlife,

strategy and development for the eastern division of Caesars Entertainment.

The renovation includes a dozen new cabanas, new lighting, refrigerated units and new tables. The Pool has VIP seating around the cabanas and hot tubs, new daybeds around the pool area and special bottle service kits.

"Before this, there were not a lot of these components," Weiss said. "The Pool is now very blue, with new cabanas and curtains. It's more colorful."

In addition, the makeover also features four new dance boxes and a new DJ booth.

A see-through stage is to be installed spanning the pool that will allow performances and other events such as fashion shows to be held in a unique setting over the water.





The Pool After Dark at Harrah's Resort Atlantic City seen in this 2009 photo, recently debuted a new netrior with amenities aplenty including new cabanas lebting and club furniture. (file photo.)

261 Fifth Avenue, 2nd Floor
New York, NY 10016

Telephone: (212) 685-4300
Fax: (212) 685-9024



Don't forget the new video screens. "They're pretty cool," he said. "They are more in tune with the music and what goes on inside the venue."

The upgrade also involves a partnership with a premium brand, Belvedere vodka, Weiss added.

