



**FOR IMMEDIATE RELEASE**

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## **R. Scott Barber Elected Chairman of Tunica Tourism Commission**

**TUNICA, Miss., November 16, 2017** – R. Scott Barber, Regional President of Caesars Mid-South, has been elected Chairman of the Tunica Tourism Commission. The six-member commission serves as the governing board of the Tunica Convention & Visitors Bureau, which coordinates efforts to market Tunica County, Mississippi, as a premier entertainment and tourism destination. Barber will replace the Commission's longtime chairman Warren "Tutt" Sullivan, who is retiring. Nolen Cannon, former chairman of the Mississippi Gaming Commission and local farmer, has been appointed by the Town of Tunica to serve on the Commission in the open position left by Sullivan's retirement.

"I look forward to my continued working relationship with Scott in his new position as Chairman of the Commission," said Webster Franklin, President and CEO of the Tunica Convention & Visitors Bureau. "Scott's leadership over his years of service on the Commission and in the Tunica gaming community has been an invaluable part of our organization's ability to develop cooperative marketing programs designed to educate Tunica's millions of annual visitors on all that there is to do and see in Tunica during their visit. I also look forward to working with, Nolen Canon who brings a wealth of knowledge to the Tourism Commission from his time spent serving on the Mississippi Gaming Commission."

Barber has spent more than 20 years as an executive with Caesars Entertainment. He has been Regional President for Caesars Mid-South since January 2009, and he has also been involved in community organizations including the AutoZone Liberty Bowl, the American Cancer Society, and United Way. He received his Bachelor's Degree in Hotel Administration from the University of Nevada-Las Vegas and his Master of Business Administration from the University of North Carolina at Chapel Hill.

The Tunica Tourism Commission is composed of six members, five appointed by the Tunica County Board of Supervisors and one appointed by the Town of Tunica Mayor and Board of Aldermen. Along with Barber and Cannon, the Commission includes Toni Burns, VP and General Manager of Sam's Town Tunica; Melonie Johnson, President of Gold Strike Tunica; Pastor Evelyn Hubbard of Commerce Boulevard Christian Church; and Delois Hardiman of the North Delta Planning & Development District.

Tunica Convention and Visitors Bureau can be found online at:

<http://www.TunicaTravel.com>

<https://www.facebook.com/TunicaMS>

<https://twitter.com/tunicams>

<https://www.instagram.com/tunicams/>

### **About Tunica:**

Located 30 minutes south of Memphis, Tunica is The South's Casino Capital. "Live It Up Just Down the Road" and enjoy eight world-class casinos, 5,000 luxurious hotel rooms, fine dining restaurants and buffets, headline entertainers, championship golf and tennis, award-winning museums, lavish spas and outlet/antique shopping. Call 1-888-4TUNICA to request a value-packed Winner's Guide, or visit [TunicaTravel.com](http://TunicaTravel.com) for travel information.

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