

CHOCTAW CASINOS & RESORTS

PRESS RELEASE



NFL ALL-TIME LEADING RUSHER & DALLAS COWBOYS LEGEND EMMITT SMITH SIGNS ON AS CHOCTAW CASINOS & RESORTS NEWEST ATHLETE AMBASSADOR

*Smith to star in new Super Bowl Sunday commercial to promote Choctaw's
"Where the Players Play" Campaign*



[Click Here for Press Kit, including video, photos and interviews of Smith](#)

DURANT, OKLA. (February 7, 2024) - Choctaw Casinos & Resorts today announced the addition of Pro Football Hall of Famer and Dallas Cowboys legend Emmitt Smith to its roster of celebrity athlete ambassadors. The partnership doubles down on Choctaw's commitment to showcasing prominent North Texas sports figures as the focal point of its one-of-a-kind, "Where the Players Play" campaign.

Already featuring North Texas and global sports icons Troy Aikman, Ivan "Pudge" Rodriguez, and Darren Woodson, the campaign will continue to position Choctaw Casinos & Resorts as the premiere destination for entertainment, gaming, and luxury experiences in the Southwest region. Additionally, the campaign will promote Smith engaging in various activities at Choctaw locations, creating a dynamic narrative through video, social media, radio, and TV promotions in the North Texas market.

Smith's first commercial for the campaign, titled "Tape," will debut on the Sunday of Super Bowl LVIII.

In "Tape," Emmitt Smith receives a phone call from a friend asking when he'll be ready to head down from his suite to spend a night out in the casino. Emmitt assures the person on the other end of the line that he's just about ready, before the camera reveals the trainer taping Emmitt's ankles before he heads down to play some games.

"We are thrilled to welcome Emmitt Smith, a true Dallas and NFL legend, to the Choctaw Casinos & Resorts family," said Janie Dillard, Senior Executive Officer, Commerce Division, Choctaw Nation of Oklahoma. "Emmitt's achievements and charisma make him a perfect fit for our campaign, and we are eager to collaborate with him to elevate the Choctaw brand."

Smith expressed his enthusiasm for joining Choctaw Casinos & Resorts, stating, "I am honored to be a part of this exciting campaign with Choctaw. The opportunity to contribute to their vibrant sports and entertainment scene pairs perfectly with my passion for the game and connecting with fans."

This collaboration with Emmitt Smith brings Choctaw Casino & Resorts' sports-related partnerships in North Texas to 25 in 2024, an increase of over 800% in seven years. In 2021, Globe Life Park, the former home of the Texas Rangers, was rebranded to Choctaw Stadium and is the current home of the XFL Champion Arlington Renegades. Choctaw is also the presenting sponsor of the Invited Celebrity Classic (Irving) and currently holds "official and exclusive" partnership designations with: Texas Rangers, Dallas Stars, CJ CUP Byron Nelson, Dallas Marathon, Dickies Arena, the Fort Worth Stock Show and Rodeo, Grandscape (retail/entertainment district), The American Rodeo, the Professional Rodeo Cowboys Association (PRCA) and the Academy of Country Music.

RPM Sports & Entertainment, based in Dallas, facilitated the negotiations for Emmitt Smith's partnership with Choctaw Casinos & Resorts.

For more information about Choctaw Casinos & Resorts and the "Where the Players Play" campaign, visit www.choctawcasinos.com.

About Choctaw Casinos & Resorts

Owned and operated by the Choctaw Nation of Oklahoma, Choctaw Casinos & Resorts feature a variety of gaming, hotel, and resort properties throughout southeastern Oklahoma. With locations in Durant, Grant, Pocola, Idabel, Broken Bow, McAlester, Stigler, and Stringtown, Choctaw Casinos offer a diverse range of experiences. The Choctaw Casino & Resort-Durant, which underwent a \$500 million expansion in August 2021, stands as a testament to Choctaw's commitment to providing exceptional amenities and entertainment options.

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