



FOR IMMEDIATE RELEASE

November 19, 2009

Michael Traum

775-356-3352

Public Relations Manager

[Press Release E-mail](#)

NUGGET'S EXECUTIVE DIRECTOR OF MARKETING BETH COONEY NAMED TO RSCVA BOARD OF DIRECTORS

Sparks/Reno, Nev. – Beth Cooney, Executive Director of Marketing at John Ascuaga's Nugget, was named today to the Reno Sparks Convention and Visitors Authority Board of Directors. She will represent the Nevada Resort Association on the board through July 2011.

Ms. Cooney has been the Executive Director of Marketing at the Nugget since 2000, where she oversees advertising, special events, public relations, database marketing, internet marketing and entertainment. Prior to joining the Nugget, Beth was with the Rose/Glenn Group advertising agency as the VP/Director of Account Services. She also spent more than ten years with Harrah's Entertainment, Inc., including positions as Marketing Director for Harrah's Reno and Regional Director of Marketing for Harrah's Entertainment in Memphis.

Originally from San Jose, California, Ms. Cooney holds a bachelor's degree in Journalism from the University of Nevada, Reno. She serves on the Regional Marketing Committee, the Sparks Brand Leadership Team and is a past-president of the Sparks Chamber of Commerce.

She has been married to Ron Cooney, who works for the Washoe County School District Communications Office, for 23 years. They have three daughters: Laurel, 18, who attends the University of Nevada, Reno; Katy, 27, who lives in London and Erin, 30, who lives in Connecticut.

John Ascuaga's Nugget is a premier casino resort owned and operated by the Ascuaga family in Sparks, Nevada. For more information, call 800-648-1177 or visit janugget.com.