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**Rio Hotel & Casino Announces Million Dollar Football Frenzy Promotion Exclusive for Rio Rewards Members**

LAS VEGAS, NV – **Rio Hotel & Casino** is excited to announce a brand-new promotion exclusively for Rio Rewards Members this football season. Starting September 3, the Million Dollar Pro Football Frenzy gives members the chance to win weekly and season-long prizes, including the grand prize of $1,000,000 in cash if they pick enough winners during the regular season.

Existing Rio Rewards Members with an email address will be sent an invitation to participate for free. Other participants must create an account at [www.RioERewards.com](http://www.RioERewards.com) to submit their picks for each week of the upcoming football season. To qualify for prizes, players must be in good standing and picks must be activated at the Loyalty Kiosks on-site at Rio Hotel & Casino.

**Prizes Include:**

* **Weekly**: 1st Place - $250, 2nd Place - $150, 3rd Place - $100 in FrioPlay.
* **Season Long**: Top 10 prizes range from $150 to $4,000 in FrioPlay.
* **Grand Prize**: $1,000,000 cash prize pool for split amongst players with 225+ correct picks during the 18-week regular season.

Weekly winners will be notified via email of their win by Wednesday at 12 p.m. for the previous week and have seven days to use their FrioPlay. Guests will be able to keep track of their progress via the Leaderboard posted on [www.RioERewards.com](http://www.RioERewards.com). For additional information and official rules, please visit the Rio Rewards Desk.

**About the Rio Hotel & Casino Las Vegas**

Located one block off the famed Las Vegas Strip on Flamingo Road, Rio Hotel & Casino Las Vegas features over 2,500 580 Sq. Ft. all-suite guest rooms, 220,000/sf of convention and meeting space, a 5-acre pool area, and a 150,000/sf casino with 40+ tables and 1000+ slot machines. Dreamscape’s plan for the resort’s future includes a property refresh, from dynamic new dining offerings to a variety of entertainment options. Dreamscape’s intent is to preserve the property’s architecture and honor its legacy. The property will remain open throughout the renovations.

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