

**2010 MIRACLE ON CANAL STREET CHARITIES ANNOUNCED TODAY
AT POTAWATOMI BINGO CASINO
LADY LUCK SHINES ON 30 LOCAL ORGANIZATIONS TODAY**

MILWAUKEE (Aug. 11, 2010) – Equine therapy, Girl Scouts and dance groups.

In what seems an unlikely pairing, non-profit organizations specializing in these areas were selected, along with 27 other local children’s charities, as participants in Potawatomi Bingo Casino’s 2010 Miracle on Canal Street program.

With more than 150 charity representatives on hand, the Casino held a random drawing today to select the organizations that will receive vitally needed funding from Miracle on Canal Street – its annual signature community program. Funded primarily by its Miracle bingo game – sold during every bingo session in the Casino’s Nest of Life Bingo Hall – the program has raised more than \$9 million for over 300 local children’s charities since its inception in 1994.

“The overwhelming joy charities express in being chosen is so fulfilling,” said Melanie Martin, Bingo Director at Potawatomi Bingo Casino. “And the support shown by charities for those lucky enough to participate, even those that aren’t chosen themselves, just shows how selfless those that work and volunteer for these organizations are.”

A total of 30 charities are a part of this year’s Miracle on Canal Street program. Twenty charities were chosen at random and announced today. Ten signature charities were chosen prior to the event by the Casino’s Miracle media partners and announced at today’s event. This year’s signature charities have a special theme – “many children, many needs.” These agencies were chosen because they address multiple needs of the children they serve on a daily basis.

“In a time when budgets are tight and non-profits are having a difficult time meeting the needs of those we serve, we couldn’t be more grateful to Potawatomi Bingo Casino for lending a helping hand through its Miracle on Canal Street program,” said Bonnie Andrews, Volunteer Center Program Manager of the Nonprofit Center of Milwaukee, Inc. – one of the lucky organizations selected to participate during today’s event.

Following the announcement of the thirty 2010 Miracle on Canal Street charities, Potawatomi Bingo Casino surprised those in attendance with an additional \$10,000 in grant money. The Casino awarded “mini-miracles” of

\$1,000 to 10 of the remaining charities that were not chosen to participate in the 2010 program.

The 2010 Miracle on Canal Street charities include:

Adaptive Community Approach Program Inc. – Waukesha County
Advocates of Ozaukee – Ozaukee County
Big Brothers Big Sisters of Ozaukee County, Inc. – Ozaukee County
Boys & Girls Clubs of Greater Milwaukee presented by The Milwaukee Business Journal – Milwaukee County
Children’s Hospital of Wisconsin presented by Clear Channel Outdoor – Milwaukee County
Danceworks, Inc. – Milwaukee County
Discovery World at Pier Wisconsin – Milwaukee County
Girl Scouts of Wisconsin Southeast presented by Time Warner Cable – Milwaukee County
Helping Hands, Healing Hooves – Ozaukee County
Hope House presented by Lamar Outdoor – Milwaukee County
Hope Network, Inc. – Waukesha County
Journey House presented by WITI FOX 6 – Milwaukee County
Junior Achievement of Wisconsin, Inc. – Milwaukee County
LifeStriders, Inc. – Waukesha County
Milwaukee Christian Center – Milwaukee County
Milwaukee Symphony Orchestra – Milwaukee County
Neighborhood House of Milwaukee presented by presented by CBS 58 – Milwaukee County
Nonprofit Center of Milwaukee, Inc. – Milwaukee County
Penfield Children’s Center presented by Milwaukee Radio Group (WHQG, WJMR, WJZX, WKLH) – Milwaukee County
Sojourner Family Peace Center – Milwaukee County
Spotted Eagle, Inc. – Milwaukee County
St. Vincent de Paul Society – Milwaukee County
Starting Point of Ozaukee – Ozaukee County
The Council on Alcohol and Other Drug Abuse of Washington County – Washington County
United Community Center presented by Milwaukee Journal Sentinel – Milwaukee County
Unity in Motion, Inc. – Milwaukee County
Urban Ecology Center presented by WISN TV 12 – Milwaukee County
Walker’s Point Youth & Family Center presented by Clear Channel Radio (WRIT, WMIL, WISN, WKKV, WRNW, WOKY) – Milwaukee County
Wild Space Dance Company – Milwaukee County
Wisconsin Art Education Association

Each charity will receive an equal share of funds raised by the Miracle bingo

game – played through Thursday, Dec. 9.

In 2009, more than \$1 million was raised, with over \$50,000 going to each participating charity. Money for the program is raised through special Miracle bingo games and other initiatives. Potawatomi Bingo Casino keeps each year's Miracle total a secret until the program concludes with the 2010 Miracle on Canal Street Awards Program scheduled for Friday, Dec. 10.

Potawatomi Bingo Casino is one of two casinos owned and operated by the Forest County Potawatomi Community. It is located at 1721 W. Canal Street, Milwaukee, Wis. The casino is a showcase for high stakes bingo, offering some of the nation's highest daily payouts. A popular attraction for local guests, tourists and tour groups, the casino features blackjack, craps, poker, and roulette table games, video and reel slot machines, and a variety of live entertainment. Potawatomi Bingo Casino is committed to raising awareness of the risks of problem gambling, maintaining a level of first-class customer service, while investing in its most valuable asset – its 2,500 multicultural employees. Through the Forest County Potawatomi Community Foundation and Miracle on Canal Street, the casino supports numerous local charities and community organizations. Driving directions and more information about Potawatomi Bingo Casino can be obtained by calling toll-free, 1-800-PAYS-BIG or by visiting the website at www.paysbig.com.

Ryan Amundson
External Communications Manager
Potawatomi Bingo Casino
1721 W. Canal St.
Milwaukee, WI 53233
(414) 847-7997
C: (414) 687-9034
F: (414) 384-7858