



# DETROIT LIONS COMMUNICATIONS

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FOR IMMEDIATE RELEASE  
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## DETROIT LIONS ANNOUNCE PARTNERSHIP WITH SOARING EAGLE CASINO AND RESORT

*Soaring Eagle will be the presenting partner of "Inside the Den" on the Lions Television Network*

DETROIT - The Detroit Lions announced today a partnership with Soaring Eagle Casino and Resort which includes presenting partnership on the upcoming "Inside the Den" television specials, weekly "Inside the Pride" episodes for the 2022 season as well as Power Hour presented by Soaring Eagle Casino and Resort at Ford Field on Detroit Lions gamedays.

"Soaring Eagle Gaming is honored to join forces with the Detroit Lions in a multiyear partnership that will bring excitement to Lions fans," said CEO of Soaring Eagle Gaming Melinda Coffin. "Soaring Eagle Gaming is eager to bring excitement to fans with our support of Power Hour, our Fan Cave experience and gaming related offers from all of our properties."

Power Hour presented by Soaring Eagle Casino and Resorts will continue to feature Spin It to Win It and Roar-a-oke, now with prizing on behalf of Soaring Eagle, including a free night stay at their property, free play, concert tickets, resort credit and more. A Fan Cave on the 300-level concourse and a sweepstakes during the preseason for a chance to win an on-field experience at a 2022 home game are other fan-facing elements of the partnership.

Soaring Eagle Casino and Resort will also be the presenting partner of "Inside the Den" on the newly created Lions TV Network. The popular digital series, which delves into the behind-the-scenes stories within the Lions organization, will come to life for the TV audience through three installments during the off-season. The first begins airing this week on Lions TV Network affiliate stations and the following two specials will air during the weeks of August 15 and September 5.

"It's exciting to not only debut the Lions TV Network in its latest iteration, but to kick it off with such an engaging and fan-focused partner as Soaring Eagle," said Detroit Lions Director of Broadcasting Carl Moll. "We are looking forward to continuing to evolve our television content this season and beyond."

The new Lions TV Network is comprised of seven affiliate stations in media markets throughout Michigan and northern Ohio. Lions TV Network programming includes preseason game broadcasts, "Inside the Den" TV specials and the soon-to-debut "Inside the Pride" weekly TV show.

"Inside the Den" presented by Soaring Eagle Casino and Resort can be found on:

Detroit (WJBK-TV)  
Grand Rapids-Kalamazoo-Battle Creek (WXMI-TV)  
Flint-Saginaw-Bay City (WNEM-TV)  
Lansing (WSYM-TV)  
Traverse City-Cadillac (WFQX-TV)  
Marquette-Escanaba (WJMN-TV)  
Toledo, OH (WUPW-TV)

Check local Lions TV Network affiliate listings for air dates and times. "Inside the Den" presented by Soaring Eagle Casino and Resort will also re-air on Bally Sports Detroit across Michigan in each of those respective weeks.

## **ABOUT SOARING EAGLE CASINO AND RESORT**

Soaring Eagle Casino & Resort in Mt. Pleasant, Michigan is owned and operated by the Saginaw Chippewa Indian Tribe. The resort offers 516 newly renovated luxurious guest rooms, full service spa & salon, a large indoor pool adorned with a half million Italian glass tiles, along with an all-season outdoor Jacuzzi. The resort caters to numerous corporate event planners with 70,000 sq. ft multi-purpose convention and meeting space. The vast casino floor has more than 3,000 slot machines, just over 70 table games, newly designed poker room, and a high stakes gaming & VIP lounge. Soaring Eagle presents over 45 superstar performances each year in their state-of-the-art indoor entertainment hall and impressive 13,000 seat outdoor amphitheater. Soaring Eagle Casino & Resort currently features five dining options, such as Siniikaung Steak & Chop house, Legends Diner, ASCEND Sports Bar & Lounge, Central Deli & Slice Pizza, and Little Eagle Café. Soaring Eagle is also well known for their family-oriented environment allowing young guests an opportunity to enjoy a visit in the Cyber Quest arcade or Kids Quest, which provides a supervised entertainment experience for children six weeks to 12 years old.

The Soaring Eagle Properties includes its flagship property Soaring Eagle Casino & Resort located in Mount Pleasant, Michigan alongside the Slot Palace & Bingo Hall plus the 2008 established property located in Standish, Michigan, Saganing Eagles Landing Casino & Hotel.

The Soaring Eagle Properties collectively offers over 250,000 square feet of gaming space including 4,200 slot machines, 60 table games, 10 restaurants and bars, plus 664 hotel rooms.

**Soaring Eagle Casino & Resort's** unique features include a newly designed poker room and high stakes, VIP lounge area, 516 luxurious guest rooms, 70,000 square feet of convention and meeting space, a full service spa & salon, 3,000 seat entertainment hall and a 13,000 audience capacity outdoor amphitheater, 2400 square foot pool adorned with a half million Italian glass tiles, and an outdoor all-season Jacuzzi. Also, Soaring Eagle Casino & Resort is well known for the Cyber Quest state-of-the-art arcade and a Kids Quest which provides an entertainment experience in a supervised setting for children six weeks to 12 years old.

**The Slot Palace** is the original Saginaw Chippewa Gaming Enterprise which featured slot machines and table games. Today the Slot Palace has over 500 slot machines and a 500 seat Bingo Hall hosting the highest cash bingo prizes in Michigan.

**Saganing Eagles Landing Casino & Hotel** originally opened in 2008 with approximately 800 slot machines and without a hotel. The addition of the 148 room hotel, two restaurants and an expanded gaming floor opened in 2019. The gaming floor now offers over 1100 slot machines. The Saganing Hotel also features an indoor pool, Jacuzzi and fitness area as well as a meeting space to accommodate small meetings and private events.

**Eagle Casino & Sports** Eagle Casino & Sports is one of the few online casinos in Michigan that can offer exclusive land based casino & resort benefits and rewards based on your iGaming play and loyalty. Overnight stays, complimentary dining and other exciting rewards will be offered to loyal Eagle Casino & Sports players.

## **ABOUT THE DETROIT LIONS**

The Detroit Lions are a professional American football team based in Detroit, Michigan. They are members of the North Division of the National Football Conference (NFC) in the National Football League (NFL), and play their home games at Ford Field in downtown Detroit. The team located to Detroit in 1934 and is the National Football League's fifth oldest franchise. The Detroit Lions most recently made the NFL playoffs in 2016, when they finished with an 9-7 record. For more information, please visit [www.detroitlions.com](http://www.detroitlions.com).