

# Sacramento area Indian casinos stopping flow to Tahoe-Reno

By Peter Hecht, Sacramento Bee

It's a good time to be a casino regular.

With tribal resorts in the Sacramento region challenged by a flattened economy for gambling, casino patrons are feeling the love of a marketing push to keep them playing their favorite slot machines and table games.

Casinos are renewing courtships with repeat customers and wooing gamblers to sign up for special rewards club programs. They're showering favored guests " from small but steady bettors to high rollers " with toaster ovens, buffet visits, Elvis commemoratives, limousine service, and special admission to drawings for cars, trucks and cash.

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