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## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

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### **SHOSHONE-BANNOCK CASINO HOTEL WELCOMES NEW SALES DIRECTOR**

**FORT HALL, IDAHO** – The Shoshone-Bannock Casino Hotel proudly announces the appointment of Taylia Redfox-Edmo as the property's new Sales Director, bringing with her a blend of creativity, compassion, and cross-departmental experience rooted in hospitality and guest care.

A familiar face to the property, Taylia has previously served as Manager of Cedar Spa, Media and Ad Coordinator, and worked within the Gaming Machine Department. Now stepping into her new role, Taylia brings the same level of hustle and heart she's known for—but with a broader vision.

"Honestly, I've always been drawn to work that's centered around people—helping them feel seen, celebrated, and taken care of," Taylia said. "The Shoshone-Bannock Casino Hotel is more than just a place to stay or play—it's a destination full of culture, connection, and potential."

With a background spanning sales, real estate, wellness, and marketing, Taylia's strength lies in her ability to blend guest-centered thinking with results-driven strategy. From spa service to event strategy, she understands that hospitality begins long before a guest walks through the door—and continues in every detail that follows.

"My vision is to create an environment where excellence feels effortless because it's rooted in pride, passion, and teamwork," she shared. "Whether guests are here for a night, a celebration, or a moment of peace—I want every experience to leave a mark."

The Shoshone-Bannock Casino Hotel is confident Taylia's leadership will continue to elevate the sales team, redefine the guest experience, and position the property as a premier destination in Eastern Idaho and beyond.

*Shoshone-Bannock Casino Hotel is home to an 85 thousand-square-foot gaming operation, 156 hotel rooms, a 15,000 square-foot ballroom/event space, full-service spa, five food and beverage outlets, and High Stakes Bingo Hall.*

*The Shoshone-Bannock Tribes owns and operates three gaming properties, including the Shoshone-Bannock Casino Hotel, Sage Hill Casino and Travel Center, and Bannock Peak Casino and Truck Stop. The Economic Growth Plan continues to evolve for the health and benefit of the Tribal membership and the Eastern Idaho Region.*

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