

Isle of Capri rebrands, names Deaton, Block VPs

Isle of Capri Casinos Inc. said Monday it has rebranded itself to create two “distinct” gaming experiences.

Lady Luck has been reintroduced as the brand for the company’s casino-serving local markets, with construction on the first Lady Luck-branded properties approaching completion in Caruthersville, Mo., and Marquette, Iowa.

The Isle brand has been designed to feature regional facilities with hotel rooms and convention facilities aimed at both business and leisure travelers.

The casino operator named Roger Deaton senior vice president of the Lady Luck brand and Arnold Block senior vice president of the Isle brand.

Both Deaton and Block will report to president and chief operating officer Virginia McDowell.

Deaton served as regional vice president, as well as vice president and general manager of the company’s Vicksburg, Miss., and Lake Charles, La., properties.

Block joins the company from Harrah’s Entertainment, where he most recently served as general manager of Harrah’s St. Louis operation.

Creve Coeur-based Isle of Capri Casinos currently owns and operates riverboat, dockside and land-based casinos at 18 locations in Missouri, Mississippi, Louisiana, Colorado, Iowa, Florida and overseas.