HARRAHS ENTERTAINMENT INC Form 8-K October 20, 2004

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

October 20, 2004 (October 20, 2004)

Date of Report (Date of earliest event reported)

Harrah s Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware (State of Incorporation)

001-10410 (Commission File Number)

62-1411755 (IRS Employer Identification Number)

One Harrah s Court

Las Vegas, Nevada 89119

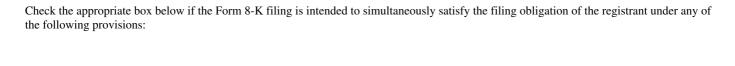
(Address of principal executive offices) (Zip Code)

(702) 407-6000

(Registrant s telephone number, including area code)



(Former Name or Former Address, if Changed Since Last Report)



- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

(b)	On October	20, 2004, the	e Registrant	issued a pres	s release	announcing	that Philip	G. Satre,	its Chairman	of the
Board	of Directors,	, will retire e	ffective Janu	ary 1, 2005.						

(c)	On October 20, 2004, the Registrant also announced that, effective January 1, 2005, Gary W. Loveman, its
Preside	ent and Chief Executive Officer, will assume the position of Chairman of the Board of Directors while retaining
his cur	rent positions.

The text of the press release is attached to this report as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

99.1 Text of press release, dated October 20, 2004, of the Registrant

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HARRAH SENTERTAINMENT, INC.

Date: October 20, 2004 By: /s/ STEPHEN H. BRAMMELL

Name: Stephen H. Brammell

Title: Senior Vice President, General Counsel, and Secretary

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