

Casino operator MGM Resorts International (MGM) is relaunching its gambling loyalty program with an 11-week sweepstakes to entice customers with potential rewards.

The Las Vegas-based company launched M Life on Tuesday as part of a new company effort to better track the spending habits of its customers.

The program will track and reward spending on

gambling and will do the same for non-gambling spending at company resorts later this year.

The sweepstakes include prizes including a weekend stay at a suite at the Aria Resort & Casino, VIP ringside seats at a prizefight, or a Detroit Tigers baseball weekend at the MGM Grand in Detroit.

M Life is MGM Resorts' latest response to other company loyalty programs, most notably Caesars Entertainment Corp.'s Total Rewards.

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