



***FOR IMMEDIATE RELEASE***

Contact: Diane Spiers or Mary Moyer  
(609) 340.4029

---

## **Tropicana Gets Jolly with 4<sup>th</sup> Annual Running of the Santas**

*Zany event offers holiday fun for the naughty and nice on Saturday, December 3*

**ATLANTIC CITY, NJ (October 31, 2011)** –This December, the North Pole has nothing over Tropicana Casino & Resort. Dress in your Santa best and get ready for the Fourth Annual Running of the Santas, 8 p.m. to midnight on Saturday, December 3, 2011 at Tropicana.

“When Santa needs to take a break from toys and sugar plums, he knows Tropicana is merriest place to party. Join us for this fun and wacky event and see if you can pick out the real Santa from the crowd,” said Tony Rodio, president and chief executive officer of Tropicana.

This lively event has become one of Tropicana’s signature holiday experiences. Witness or join the spectacle as hundreds of Santa-clad guests gather to celebrate the holidays and take part in the traditional “run” which begins on the Boardwalk and ends with an all-out holiday festival in The Quarter, hosted by JoJo and Scotty of 103.7 WMGM ROCKS.

Registration takes place from 8 p.m. to 9 p.m. at Hooters in The Marketplace. The “run” down the Boardwalk to The Quarter kicks off at 10 p.m., led by the famed Hooters Girls. From 10 p.m. to 11 p.m., A Dam Good Sports Bar will host a Sexy Santa contest with a \$250 Visa or AMEX gift card as the top prize.

From 10 p.m. to midnight, revelers can take advantage of food and drink specials guaranteed to make anyone jolly. A Dam Good Sports Bar and Firewaters will offer Pabst Blue Ribbon (PBR) 40 ounce bottles for \$5 and Barefoot Wine bottles for \$9. Hooters will be serving up PBR Pounders for \$2.50 as well as \$9 bottles of Barefoot Wine.

Advance tickets are available at [www.runningofthesantas.com](http://www.runningofthesantas.com). Or purchase tickets in person on the day of the run. All “Santas” will receive an exclusive room discounts at Tropicana. A portion of the proceeds will benefit the Ellie Koerner Leukemia Foundation.

Tropicana Casino & Resort is a 24-hour gaming destination located on the beach and Boardwalk. Featuring 2,078 rooms and suites and home of The Quarter, a 200,000 square foot entertainment

-more-

complex, Tropicana is the premier resort in Atlantic City. With more than 20 restaurants, 20 shops, 14 bars and lounges, 2 pools, an IMAX Theatre and a spa, Tropicana is consistently rated as the “Must-See Attraction” in Atlantic City. For more information, visit the official Web site at [www.tropicana.net](http://www.tropicana.net).

For more exclusive discounts, current information, pictures and video, be sure to check out the Tropicana on the Web at [www.tropicana.net/facebook](http://www.tropicana.net/facebook) or follow us on Twitter at [www.tropicana.net/twitter](http://www.tropicana.net/twitter).

#### About Tropicana Entertainment

Tropicana Entertainment Inc. ("Tropicana Entertainment") owns and operates 8 casinos and resorts in Indiana, Louisiana, Mississippi, Nevada, and New Jersey. In addition, the Company owns a development property in Aruba. Tropicana Entertainment properties collectively have 5,750 rooms, 8,300 slot positions and 240 table games.

###