



FOR IMMEDIATE RELEASE

Contact: Diane Spiers or Mary Moyer
(609) 340.4029

Tropicana Takes April Fool's Day by the Horns with "That's Bull" social media stunt

ATLANTIC CITY, NJ (April 1, 2011) – Today's news alert that a bull had escaped from the Atlantic City Boardwalk Rodeo and wandered into Tropicana Casino & Resort turned out to be nothing but bull. Some may even call it a tall tail.

The social media stunt, given the internal code name That's Bull, was the brainchild of Tropicana's marketing department. The goal was to take advantage of April Fool's Day to generate additional wide-spread public awareness for the Atlantic City Boardwalk Rodeo and Tropicana's corresponding Hoedown Celebration.

The stunt, of course, was all in good fun. A Tropicana employee dressed in a realistic bull costume hoofed it over to several Tropicana hotspots. The bull was caught on camera visiting FIN restaurant, kicking back in a deluxe hotel room, playing craps, and mooing to the music at several nightspots in The Quarter.

If you fell for this stunt and are feeling a bit gull-i-bull, you are not alone. The escaped bull alert was seen by thousands via several social media channels including the Tropicana.net/Facebook, Tropicana.net/Twitter and Tropicana.net.

In on the secret stunt were the security team at Tropicana and the editors of [Atlantic City Weekly](#), who helped spread word of the escaped bull through an e-blast to their entire database.

Whether you think this prank was laugh-a-bull, love-a-bull or downright unbeat-a-bull, you can't argue that Tropicana is leading the charge in creative marketing.

Tropicana Casino & Resort is a 24-hour gaming destination located on the beach and Boardwalk. Featuring more than 2,100 rooms and suites and home of The Quarter, a 200,000 square foot entertainment 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.

For more exclusive discounts, current information, pictures and video, be sure to check out the Tropicana on the Web at www.Tropicana.net/Facebook or follow us on Twitter www.Tropicana.net/Twitter .

About Tropicana Entertainment

Tropicana Entertainment Inc. is a publicly reporting company that, along with its affiliates, owns or operates nine casinos and resorts in Indiana, Louisiana, Mississippi, Nevada and New Jersey. The Company owns approximately 6,000 rooms, 9,000 slot positions and 250 table games. In addition, the Company owns a development property in Aruba. The company is based in Las Vegas, Nevada.

###

For additional information on the Atlantic City Tropicana, Home of The Quarter, visit the official website at www.Tropicana.net

Tropicana Casino And Resort | 2831 Boardwalk, Atlantic City, NJ 08401 | 609-340-4000

[Unsubscribe](#) | [Update Profile](#) | [Share](#)