



**FOR IMMEDIATE RELEASE**

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## **Getting to the Heart of the Matter**

On February 6, The Tropicana celebrates American Heart Month with some fun events to pump you up!

**ATLANTIC CITY, NJ (January 26, 2009)** – The Tropicana definitely has its heart in the right place. On Friday, February 6, 2009, the casino resort is rolling out the red carpet to raise awareness of American Heart Month with a full day of festivities and fun, many of which continue all month long.

### **Sealed with a Kiss**

Grab your sweetheart and prepare your pucker for some serious kissing. South Jersey's own SoJo 104.9 will host a Pre-Valentine's Day Kissing Contest at 3:30 p.m. at The Quarter at Tropicana. The couple with the longest kiss during the four hour broadcast will win the ultimate romance package: an overnight stay in a luxurious Tropicana suite, a candlelight dinner for two and a pair of sensational show tickets. Visit [www.sojo1049.com](http://www.sojo1049.com) for contest details and to upload your kissing photo.

### **Seeing Red**

Representatives from the Heart Institute at AtlantiCare Regional Medical Center, dressed in red, will be on hand February 6 to commemorate American Heart Month, offering free blood pressure screenings from 2 to 6 p.m. in The Quarter and Crystal Court. At 2 p.m., they will be joined by Tropicana executives and employees, all dressed in red, for a photo opportunity in Palm Walk.

Bring your cameras, because the fountain in The Quarter and cupola located on the exterior of the Havana Tower will be red for American Heart Month. Plus, The Quarter retailers will support America Heart Month by decorating their window displays with red product or hearts.

Throughout February, guests wearing red can stop by the Promotions Booth present their Diamond Club Card, and the Tropicana will make a \$1 donation to the Heart Institute at AtlantiCare Regional Medical Center.

### **A Deal with Heart**

Chico's is about more than fashion this month. Accessorize any ensemble with Chico's chic, exclusive heart pin for only \$10. A portion of all proceeds will go to the American Heart Association to fund the organization's all-important research and educational efforts.

Don't miss a beat! The Tropicana is ready to get your pulse racing with excitement and put you in the heart of the fun this February.

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For additional information on the Atlantic City Tropicana, Home of the Quarter, visit the official website at [www.Tropicana.net](http://www.Tropicana.net).