



FOR IMMEDIATE RELEASE

Contact Diane Spiers or Courtney Birmingham
(609) 340.4029

Catch the Luck ‘O the Irish at Tropicana! Running of the Leprechauns makes its debut in Atlantic City at Tropicana Casino & Resort, Saturday, March 7, 2009

Atlantic City, NJ (February 19, 2009) – It doesn’t matter whether you are Irish or just wish you were, the Tropicana is the place to be Saturday, March 7 to embark on a St. Patty’s Day themed pub crawl through out the Tropicana. The event producers have renamed the event Running of the Leprechauns and all event details will remain the same.

The guys that brought you the famous Running of the Santas are now introducing Atlantic City to the Running of the Leprechauns. Instead of wearing your Santa suit, participants are encouraged to dress in green and bring your drinking hat.

The event will begin with registration and drink specials at Firewaters from 8pm to 9pm , then will move to Hooters from 9pm to 10pm both located in the Marketplace. Once again, our run will be lead by the Hooters girls and on air personalities, JoJo and Scotty from 102.7 WJSE. The Leprechauns will be off and running at 10pm. The actual run will start in the Marketplace onto the Boardwalk through the casino and end in The Quarter. The party continues at Planet Rose, and then participants will finish up at A Dam Good Sports Bar from 11pm to 12am; both are located in The Quarter. A “Hottest Leprechaun” contest will be held at Planet Rose between 10 and 11pm, with prizes such as overnight stays and IMAX tickets for “The Watchmen,” being awarded to the sexiest Leprechauns of the bunch.

All participates will receive complimentary Running of the Santas VIP Club Cards, Irish hats and beads. Sign up for Tropicana’s Diamond Club Card at the Promotion Booth and receive 25 EZ Slot Dollars with your Running of the Leprechauns wristband. Tickets for the event are \$10 and include no cover and drink specials at participating locations.

A portions of the proceeds from The Running of the Leprechauns will benefit Ellie Koerner Leukemia Foundation and Alex’s Lemonade Stand Foundation. In 2008 local events, including Running of the Santas® in Atlantic City and Philadelphia, raised close to \$10,000 for Philadelphia and New Jersey based foundations that fight pediatric cancer.

A special room rate will be available for \$229 with the code TXXX. Guests should contact 1-800-THE-TROP or visit our Web site to book rooms. Room rates are based on double occupancy and do not include taxes. Rooms are based on availability.

For more information on the event or to sign up and purchase your \$10 tickets for the Running of the Leprechauns at Tropicana, visit www.RunningoftheLeprechauns.com.

###

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