



FOR IMMEDIATE RELEASE

Contact: Diane Spiers or Courtney
Birmingham
(609) 340.4029

Forecast for July 23: Snow! The Tropicana Gets Jolly with Christmas in July

Get caught up in the merriment of your favorite holiday on Thursday, July 23

ATLANTIC CITY, NJ (July 7, 2009) – Kids aren't the only ones who just can't wait for Christmas. The Tropicana Casino and Resort will be bursting with the festive spirit during a property-wide Christmas in July celebration on Thursday, July 23, 2009 from 2 p.m. to 8 p.m. in Fiesta Plaza.

Free Entertainment

The Tropicana knows how to deck the halls and set a proper holiday mood. Guests strolling through The Quarter will enjoy holiday decorations and music, a live organist and the Rock 'N Roll Choir. Every 15 minutes, a magical snow will fall from the "sky". And even though the "big man" is technically on vacation for another five months, Santa himself will make an appearance in his resort attire throughout the day. Santa's helpers will also be roaming the property handing out candy canes during the event.

Christmas Club Drawings

Diamond Club Players will want to be at the slots or tables from noon to 8:00 p.m. because, every hour on the hour, one member actively playing with their card will be called to win \$500 EZ Slot Dollars.

Spectacular Events

The Tropicana will also host a contest like no other—the Havana Santa Look Alike Contest. Participants should report to Fiesta Plaza by 7:30 p.m. in time for the contest to start at 8 p.m. followed by an after-party at Planet Rose. The grand prize Santa will win a \$500 gift card to Tropicana! The first runner-up will receive an overnight stay and gourmet dinner for two to a Tropicana restaurant. Keeping in the spirit of the season, The Tropicana will also present a \$10,000 check to The Salvation Army in support of their Christmas in July 2009 5K Run and 1 Mile Fun Walk. Plus, Tropicana employees will be decked out in Christmas spirit wearing Santa hats and greeting guests with a "Happy Holidays" all day long.

Festive Food & Drink

Gather around the table at Corky's for specials on festive holiday drinks and Santa's favorite desserts. Martini connoisseurs will love the holiday-themed flavors flowing at Planet Rose including the Gingerbread Man, Candy Cane and Snowflake. Tango's and Rumba Lounges will also feature a White Christmas for only \$6.50 plus tax. Zeyinita – New York's Gourmet Choice will be serving Christmas themed desserts including cupcakes, apple pies and gingerbread cookies. Plus, Zeyinita will also feature special coffees, including Pumpkin Spice Latte and Chocolate Mint Mocha. Finally, Red Square will make guests feel as though they're visiting the North Pole with their signature 60-foot ice bar and zero degree custom

vodka locker.

Shopping Specials

Old Farmer's Almanac will feature special Christmas merchandise and deals all day long and you can also purchase original Jim Shore Christmas creations, Westland Christmas Ponies & Cows and Rabbit Creek Ginger Bread Mixes for 10 – 40% off. Savvy shoppers can get an early start on their holiday lists with fashions for men, women and home at Barron Gentlemen with 100% Tropical Wool Suits two for \$350 and 50% off 7 For All Mankind jeans, Salsa Shoes will feature 50% off their entire store and more!

Holiday Hotel Deal

The Tropicana invites guests to stay the night with a very sweet package which includes a \$50 gift card to kick off their holiday shopping and a room delivery of cookies and milk worthy of St. Nick himself. Room price is \$159 plus applicable taxes and fees. When booking please mention the code TJOLLY.

Plus, gift cards to Tropicana are also available to get your holiday shopping started!

For more information on any of The Tropicana's Christmas in July events, promotions and specials, please visit www.tropicana.net, then clear your calendar for a day of joyous celebration on July 23.

The 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, 25 shops, 12 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 new 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.facebook.com/Tropicana.AC or follow us on Twitter <http://twitter.com/TropicanaAC>.

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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

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