

## **FOR IMMEDIATE RELEASE**

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# **The Martin Truex Jr. Foundation Hosts Inaugural “Hook’em & Hold’em” Poker Tournament**

MOORESVILLE, N.C. (July 1, 2009) – The Martin Truex Jr. Foundation (MTJF) announced today plans to host the inaugural “Hook’em & Hold’em” Foundation Poker Tournament on Wednesday, Sept. 23, 2009 at the Tropicana Casino and Resort in Atlantic City, NJ. The Texas Hold’em style tournament will be held the day after the second-annual MTJF Golf Tournament and Dinner. NASCAR Champion Martin Truex Jr. will move his competitive edge from the race track to the golf course and poker tables in the days preceding the running of the Dover 400 at Dover International Speedway.

Fellow on-track competitors Ryan Newman and Kyle Busch will join the New Jersey native, along with 250 poker players who will join forces to raise funds to benefit children in need in the New Jersey and North Carolina areas. The first place finisher of the tournament will be awarded \$5,000 followed by \$2,500 for second place and \$1,000 for third. The Grand Prize, the “Ultimate Dover Fan Experience Package” for the Dover 400 race on September 27, will be presented to the highest finishing fan. The package will include: a 15-minute meet-and-greet with Martin Truex Jr., (2) two suite tickets for the NASCAR Sprint Cup Series Dover 400, (2) two NASCAR Sprint Cup Garage Passes, personal behind-the-scenes pit tour, a ride-along around Dover International Speedway, exclusive access to pre-race driver’s meeting and access to pre-race driver introductions.

Tickets are available for \$200 which includes buy-in and is limited to the first 250 participants.

Sponsorship opportunities are available for this event.

For more information about the “Hook’em & Hold’em” Foundation Poker Tournament, to reserve your spot or to learn more about sponsorship opportunities please visit [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org) or call the foundation office at (704)664-1113. For accommodation reservations for the event at the Tropicana Casino and Resort please visit [www.tropicana.net](http://www.tropicana.net) or call 1-800-THE-TROP.

### **About the Martin Truex Jr. Foundation:**

The Martin Truex Jr. Foundation was created in 2007 by NASCAR Sprint Cup winner Martin Truex Jr. The foundation is “hooked on helping” and dedicated to working with nonprofit charitable organizations with limited name recognition and budgets, who strive to positively impact the lives of children in need. The foundation provides aid for children all over the country, but focuses its efforts mainly on the two-time Nationwide Champion’s hometown of Mayetta, N.J. and his current residence of Mooresville, N.C.

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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)

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

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