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## **Santas will take over Tropicana Casino & Resort with the Second Annual Running of the Santas, December 12**

**Atlantic City, NJ (November 24, 2009)** – Grab your sneakers, Santa Hats and holiday spirit and be ready to run! Tropicana Casino & Resort will host the second annual Running of the Santas on Saturday, December 12.

Come dressed as your favorite version of Old Saint Nick or sexy Mrs. Claus to participate in the event, including the run and a Sexy Santa Contest held in A Dam Good Sports Bar with a \$500 grand prize! Participants will also receive drink and dining specials throughout the night at each of the participating bars.

Running of the Santas schedule:

- 8 p.m. – 9:30 p.m.: Register in The Marketplace outside of Firewaters
- 8 p.m. – 10 p.m.: Enjoy drink and dinner specials at Hooters and Firewaters
- 10 p.m.: The Run, lead by Hooters Girls begins outside The Marketplace on The Boardwalk, then continues into Tropicana through The Quarter and ends at the “North Pole” – A Dam Good Sports Bar
- 10 p.m. – 11 p.m.: Specials and Sexy Santa Contest at A Dam Good Sports Bar
- 11 p.m. on: After party at Planet Rose

Hooters will feature 20 wings for \$12.99, Firewaters and Hooters will have a \$2.25 bottled beer special on a select beer and A Dam Good Sports Bar will be offering a \$5 40oz. beer special on a select beer.

This year’s Running of the Santas also features room rates starting at \$125 which can be booked by calling 1.800.THE.TROP with the code TSANTA and a \$5 discount at The Comedy Stop for the 11:15 p.m. show on December 12 with wristband and Santa costume. Participants can also get INto Tropicana’s newest player’s club, the IN Card, and new members will receive \$25 EZ Slot or Matchplay Dollars immediately! It is free to join.

Tickets for Running of the Santas are only \$10 when purchased prior to the event through [www.runningofthesantas.com](http://www.runningofthesantas.com). A portion of the proceeds will benefit Alex’s Lemonade Stand Foundation. Must be 21 to participate. Gambling Problem? Call 1-800-GAMBLER. Bet with your head, not over it.

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](http://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/TropAC](http://www.facebook.com/TropAC) or follow us on Twitter <http://twitter.com/TropicanaAC>.

**About Running of the Santas:**

The first Running of the Santas was held on December 23, 1998. Over 40 Santas arrived at Pitcher's Pub in Manayunk donned in red and white and pub crawled up and down Main Street. In 2002, The Running of the Santas relocated to South Street. By 2003, the run amassed hundreds. In 2006, the Running of the Santas relocated to the Northern Liberties section of Philadelphia and was a record turnout seen by all major TV networks and heard by Philly's hottest radio stations. Philadelphia Magazine calls it "A younger, much hotter version of the Mummers Parade." For more event information, visit [www.runningofthesantas.com](http://www.runningofthesantas.com).

**About Alex's Lemonade Stand Foundation:**

[Alex's Lemonade Stand Foundation](http://www.AlexsLemonade.org) (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for *all* children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$25 million towards fulfilling Alex's dream of finding a cure, funding over 80 research projects nationally. For more information about the Foundation, visit [www.AlexsLemonade.org](http://www.AlexsLemonade.org).

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