



## **FOR IMMEDIATE RELEASE**

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### **Pick Your Party: The Quarter is the place to celebrate New Year's Eve in style**

ATLANTIC CITY, NJ (December 4, 2009) – Toast the beginning of 2010 with more than 12 places to party and be entertained! On Thursday, December 31, 2009, ring in the New Year at Tropicana Casino & Resort with more than a dozen New Year's Eve celebrations – from romantic dinners to late-night dancing to big money giveaways – all under one roof.

#### **Free Midnight Countdown**

Don't know where you'll be when the ball drops? Join us in Fiesta Plaza where we'll count down to 2010 with free noisemakers, hats, balloons and high energy music provided by our live DJ Jimmy Jam and dancers. It's the heart of the party and everyone's invited!

#### **Tropicana Showroom**

The endlessly talented, Natalie Cole will ring in the New Year at Tropicana Casino & Resort with two unforgettable performances in the Tropicana Showroom on December 31 and January 1. Natalie Cole will perform in the Tropicana Showroom on Thursday, December 31 at 10:30 p.m. with tickets priced between \$35 and \$100, and Friday, January 1 at 9 p.m. with tickets priced between \$25 - \$75. Tickets are available at the North Tower Box Office or through Ticketmaster at 1.800.745.3000 or [www.ticketmaster.com](http://www.ticketmaster.com).

#### **IMAX Theatre**

See more, hear more and feel more when you treat yourself to the ultimate movie experience this New Year's Eve. Avatar in 3D will be showing on December 31 and January 1 at noon, 3:15pm, 6:30pm and 9:45pm. Avatar is rated PG13.

#### **Alto Vino Wine Bar at Top of The Trop**

Ring in the New Year at Atlantic City's premier wine bar. Enjoy live entertainment, a countdown at midnight with a champagne toast and a spectacular selection of wines, champagnes, cognacs and more. Take in breathtaking views of Atlantic City, the beach and Boardwalk as you celebrate with friends and family in Atlantic City's only wine bar! Beth Tinnon will be playing all night. Alto Vino will be open 6pm to 2am.

#### **Rumba Lounge**

Celebrate the New Year in the heart of the casino action! Rumba Lounge will feature DJ George Sokorai and dancers with no cover. Located in the center of the casino floor, Rumba Lounge is the place to toast in the New Year.

#### **Tango's Lounge**

Tango's Lounge will feature Cindy & Johnny from 7pm to 10:40 and Angela Seeger from 11pm to 2:40. Enjoy a great atmosphere just steps away from the casino and The Quarter as you toast to a new year!

### **Comedy Stop**

New Year's Eve revelers looking for laughs will find them with comedians Jim Lavletta, Mike Donovan and Dena Blizzard at the Comedy Stop. Choose from the 7 p.m. show at \$30 per person or the 10 p.m. show at \$60 per person. Ladies receive a rose and everyone enjoys a split of Champagne and New Year's Eve countdown.

### **Providence Nightclub – AC Balldrop '09**

Send off '09 with a bang at the largest New Year's Eve bash on the Atlantic City strip. The party starts at 9:30 and will feature DJ's until 4am with a champagne toast and confetti drop at midnight, a five hour premium open bar from 9:30 p.m. to 2:30 a.m., hors d'oeuvres from 9:30 – 11pm and large projection screens showing the NYC ball drop. General admission is \$150 and VIP Table Packages starting at \$250 per person, please visit [ACBallDrop.com](http://ACBallDrop.com) for more details.

### **Yesterday: A Tribute to The Beatles**

Ring in the New Year with the Fab Four! A special New Years Eve show will take place in the Liverpool Club at 11:00 p.m. on Thursday, December 31. Tickets are \$25 and available at the Tropicana Box Office or through Ticketmaster at [www.ticketmaster.com](http://www.ticketmaster.com) or 1-800-745-3000.

### **The Quarter & Marketplace**

With more than 12 places to party, The Quarter and Marketplace at Tropicana features nightlife venues including: Providence nightclub, 32 Degrees Luxe Lounge, RiRa Irish Pub, Cuba Libre Restaurant & Rum Bar, Missile Bar, Tango's Lounge and Firewaters all featuring entertainment and parties. Plus, restaurants including: Carmine's, The Palm, P.F. Chang's, Hooters, Corky's B-B-Q, Red Square and more will also be seating all night.

### **\$150,000 New Year's Eve Sweepstakes – December 31**

Russia... Greece... Paris... Ireland. We're counting down to New Year's Eve all around the world and rewarding you with cash each time the clock strikes midnight! Be here as we make 15 players \$2,010 richer every hour from 3 p.m. to 7 p.m.

### **Wipe the Slate Clean Sweepstakes – January 2**

The festivities continue in the New Year with a chance to banish your bills! The Tropicana is ready to shower you with financial freedom with these amazing prizes:

4pm	4 winner	We'll buy your groceries for a year - \$7,800 per winner
5pm	3 winners	We'll buy your gas for a year - \$3,000 per winner
6pm	4 winners	We'll pay your cell phone for a year - \$1,800 per winner
7pm	3 winners	We'll pay your utilities for a year - \$3,600 per winner
	1 winner	We'll make your car payment for a year - \$4,800
8pm	4 winners	We'll pay your credit card bill for a year - \$6,000 per winner
9pm	1 winner	We'll pay your mortgage for a year - \$18,000
10pm	1 winner	One lucky winner will win all of the prizes above - \$45,000

To be eligible for prizes, guests must have a Diamond Club or IN Card. Both are free to join at the Diamond Club center located on the casino floor.

Visit the Promotions Booth for more details. The Diamond Club or IN Card must be activated at least one hour prior to each drawing to be eligible. Prizes are not transferrable. Must be present to win. Must be 21. Certain restrictions apply. Bet with your head, not over it. Gambling Problem? Call 1-800-GAMBLER.

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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>.