



## Press Release For Immediate Release

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### Atlantic City to Welcome a Brand New Concept in Nightlife With the Opening of Anthem Lounge

**Atlantic City, April 19, 2012** - The address once known as the ground breaking 32<sup>o</sup> Luxe Lounge that introduced the bottle service concept to Atlantic City, was recently purchased by its active managers and lifelong residents to the Atlantic City area, Carrie Kauffman and Lambros Tsikouras. For years, Carrie and Lambros have discussed and thought about creative ways on how to make the space and Atlantic City nightlife more exciting & innovative. Finally, after weeks of construction and recreating the space, they are fully prepared to set a new [Anthem](#) to Atlantic City nightlife.

On Friday, May 18, 2012 Atlantic City will experience a new **Anthem**, redefining not only the walls inside, but bringing the party to the balcony of The Quarter changing the way people visit The Tropicana Casino & Resort. Instead of blocking in the party within four walls, **Anthem** knocked down the front window giving guests the luxury of enjoying the high energy room and expanding that energy to The Quarter. The balcony will now allow guests to enjoy their cocktails while viewing a 360 cylindrical ring screen projecting videos and images taken inside the new sleek photo booth. The screen will be visible throughout the lounge and many parts of The Quarter displaying music videos, photos and custom graphics all being controlled by the DJ.

[Anthem](#) is set to open its doors catering to all people age's 21+, couples, and groups post dinner hours, featuring a "happy hour" with specialty martinis, a premier collection of wines and champagne cocktails. **Anthem** will be premiering this feature at 8pm on May 18<sup>th</sup> with complimentary alcohol infused Bella Dolce sweets by Franshesca. Then, the party will kick into full gear featuring lifelong resident DJ B Easy being supported by live musicians whom will be playing in the newly designed center of the room and dance floor.

For more information, visit [www.anthemlounge.com](http://www.anthemlounge.com)  
Owners and managers are available for any interviews or questions regarding the grand opening and [Anthem](#).

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