

Promotions at HTA Tracks



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THANKSGIVING POKER TOURNEYS HIGHLIGHT WEEKEND AT THE ROCK

You can add Texas Hold 'Em tournaments to the Thanksgiving traditions of turkey and football over the holiday weekend at Rockingham Park. The New Hampshire racetrack is hosting the poker tournaments to benefit local charities from Friday through Sunday, with 75 percent paybacks to tournament players. The tournament began at three on Friday and starts at noon on Saturday and Sunday. Each day's event runs until midnight. Seat prices vary depending on the day and the game. For instance, Saturday's action features \$40, \$70 and \$125 buy-ins.

Poker tournaments on Fridays only began at Rockingham on September 22 and have attracted players from across New England. They were such an instant success that the track has nearly doubled the number of tables available, and additional dates and charities have been

added to the schedule. By February of 2007, Rockingham intends to host the charity poker tournaments five nights per week.

Some of the local charities to benefit from the games are the Boys and Girls Club, the Salem-Derry Elks, the Lions Club, the Hampstead Civic Club, the Salem Caregivers, Dollars for Scholars, the Salem Council on Aging, the Salem Police Benevolent Association, Salem Youth

Football, Salem Youth Baseball, the VFW, the American Legion, the Salem Women's Club, and Youth Storm.

In addition to the poker tournaments, Rockingham Park also hosts charitable bingo six nights per week, in addition to full-card simulcasting from harness, thoroughbred and greyhound tracks around North America seven days per week.



HTA-USTA MEMBER PERKS...IT CAN HELP YOU!

The HTA-USTA Member Perks Program is in full swing. In addition to the wonderful discounts available to HTA member tracks and their employees, promotional opportunities may be available with many of the companies offering the discounts, including Dodge, John Deere, Sherwin-Williams, Budget Rent-A-Car, and UPS. For information contact Joe Morris, president of HTA-USTA Member Perks at 866-678-4289.

NORTHFIELD AND OHIO LOTTERY TEAM UP AGAIN

It was two chances in one as Northfield Park hosted another of its popular Ohio Lottery Pick Three Trifecta Nights on November 22. That night, Northfield patrons received a free Ohio Lottery Pick 3 ticket good for a Thanksgiving night drawing, and the chance to win the official of a Northfield Park trifecta patron's free Pick 3 lottery ticket. The promotion is structured so that there is no limit to the number of \$50 prizes a patron can win.



Northfield Park and the Ohio Lottery have also been offering free grandstand admission to the track throughout the month of November. A patron need only present a non-winning Ohio Lottery ticket for free entry to the track.

The Northeast Ohio oval also opened early for simulcasting on November 22, and patrons received free coffee and Krispy Kreme doughnuts from noon until two in the afternoon. A similar donut-and-coffee event is scheduled for November 29th.

NORTHLANDS PARK HOSTING PLAYERS CLUB APPRECIATION DAY

On December 2nd, Northlands Park will host a Players Club Appreciation Day. On that day, Players Club members will be able to access their accounts online and print off a free holiday gift voucher that entitles them to visit Santa Claus at the track to receive a free Christmas gift. In addition, on that day the track will host a \$1 pancake breakfast during the morning. From noon until five drawings for cash prizes will be held in the track's slots room. From noon until four, the track will give away \$1,500 in gift certificates for the local shopping mall. To be eligible for the gift certificates, Players Club members need only donate a non-perishable food item for the track's food drive. Patrons making the first 100 food donations will receive tickets to an IMAX movie showing.



And every Saturday night at Northlands Park is a "Molson Saturday Night." On those days, with every purchase of a Molson Canadian beer between seven and 11 p.m., patrons will receive an entry to win tickets to see the NHL Edmonton Oilers!

NORTHFIELD'S SEEKING MEMORABILIA

Northfield Park turns fifty next year and is looking for memorabilia from the track's opening year, 1957. Contact Keith Gisser by phone at 330-467-4101, extension 215, or by e-mail at info@northfieldpark.com, if you think you might be able to help.

AND DON'T FORGET...SEND US YOUR RELEASES AND NEWS, PLEASE...

Please remember to add HTA to your distribution list for promotional, advertising and marketing materials. You can send the information by mail, by fax, or by the preferred method, e-mail. The e-mail address is info@harnesstracks.com. And don't hesitate to add a note or drop a line to let HTA know what's going on at your track. Your help in this effort is GREATLY appreciated.