

# Promotions at HTA Tracks



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## NORTHFIELD TEAMS UP WITH THE LEBRON AND THE CLEVELAND CAVALIERS

Saturday, January 27, Northfield Park is scheduled to host Cleveland Cavaliers Anderson “Wild Thing” Varejao and Dan Gibson, as



well as the Cavalier Girls, for two hours of meeting patrons and signing autographs. The first 1,500 patrons in attendance who are wearing Cavaliers gear or who

pay the regular price for grandstand admission will receive free autographed photos of the players.

Two winners will be drawn during each player’s hour, with one lucky fan winning an autographed jersey and the other an autographed basketball.

Two winners will face the Cavs in a Pop-A-Shot shooting



Two more winners each hour off with a Pop-A-Shot basketball contest for

cash and prizes. Additional drawings for Cavaliers apparel and player autographs will be held throughout the evening.

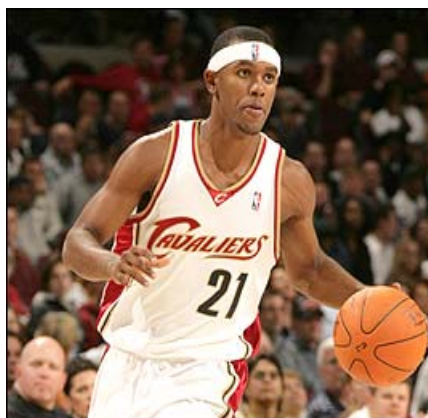
Northfield Park and the Cavaliers have teamed up for a number of promotions this year, with the racetrack sponsoring and providing prizes for Cavs promotions at the team’s Quicken Arena home as well as be-

at the off-track of land



on player seating. The track also sponsors the scoreboard on out-of-town Cavs TV broadcasts.

“We are thrilled to be partnering with one of the most exciting franchises in all of professional sports,” says Northfield Park Publicity Director Dave Bianconi. “As we celebrate our 50th anniversary this year, we want to expose as many people as possible to our brand of excitement, too.”



More exciting promotions are on tap in 2007 as Northfield Park celebrates its golden anniversary racing season.

# A DIFFERENT KIND OF HORSEPOWER

There was horsepower of a different kind on display at Pompano Park last month during one of the Florida track's pre-holiday events. About seven million horsepower, considering the 20,000 motorcycles and 30,000 people that attended the 19th annual Toys in the Sun Fun Run.



Pompano Park has been the staging area for the start of the world's largest motorcycle run for more than 12 years. Motorcycles began

registering at the track at six in the morning for the 10 o'clock run. The motorcycle run was 27 miles long, from Pompano Park to Markim's Park in Davie. Both Interstate 95 and Interstate 595 were closed during the run, and it took a little over two hours for all the bikes to reach their destination, where there was an all-day concert and other special events. The entry fee for the Toy Run was \$10 in cash and a new, unwrapped toy, with all proceeds going to the Joe DiMaggio Children's Hospital.

Just another example of what makes Pompano's marketing whiz Steve Wolf the Leader of the Pack. Vroom, vroom!

*Pictured below are just some of the 20,000 motorcycles preparing for the 19th Annual Toys In The Sun Fun Run.*

