

HARNESSTRACKS OF AMERICA

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# Promotions at HTA Tracks



WEEK OF APRIL 16, 2007

## POKER FOR CHARITY AT ROCKINGHAM PARK

The March 24th tournament at Rockingham awarded the third and fourth of seven seats worth \$10,000 each to the World Series of Poker at Harrah's in Las Vegas in July. The first two seats were won in February, with another of the \$10,000 seats up for grabs at the track on Saturday, April 21st, and future ones to be awarded on May 5th and May 19th. All of the tournaments benefit local charities after the players receive an 80% payback, and the March 24th tournament was played for the Salem Exchange Club, an organization dedicated to preventing child abuse.



"We thought it was absolutely great and we are very pleasantly surprised that the event generated about \$13,000 for us," said Leeds Burchardt, the Salem Exchange Club president. "We've been involved with the poker at Rockingham Park since February, and so far the club has received almost \$20,000. This is money we would never have had otherwise, and it will support our charitable work in the community. We are very grateful to Ed Callahan, the track's vice president and general manager, and to Dan Brown of Granite State Poker, who runs the games in a very professional way."



Poker tournaments are held at Rockingham every Wednesday through Sunday, and with 60 tables, the track is the second largest poker room in New England. For more information or complete rules, visit [www.granitestatepoker.com](http://www.granitestatepoker.com) or call the track at 603-898-2311.

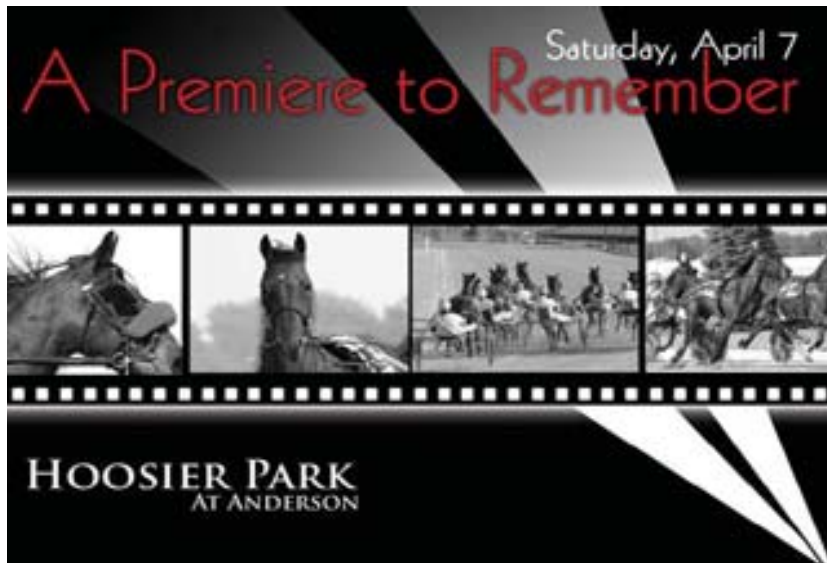
## VERNON DOWNS OPENS WITH A BANG

On Saturday, April 7th when Vernon Downs' doors swung open for live racing, patrons were greeted with a T-shirt giveaway to the first one thousand customers and the "Own A Piece of the Pacer" promotion kicked off. Patrons saw a new wagering format revealed at Vernon that also will go into effect on opening day at Vernon's sister track, Tioga Downs on May 11th. The additions to the wagering format include dime superfectas, an additional pick three for a total of three pick three's throughout the evening, along with an early, mid, and late daily double option, and a pick six with carryovers.



## HOOSIER PARK HAS "A PREMIERE TO REMEMBER"

Hoosier Park began its 14th season of harness racing on Friday, April 6. Opening weekend featured a special event Saturday, April 7 with "A Premiere To Remember." The event featured a movie premiere theme complete with strolling movie star characters and Charlie Chaplin on stilts.



"A Premiere To Remember" also featured free popcorn when gates opened. The first 1,500 fans age 18 and over received a coupon for a free t-shirt, and The Late Show band performed live.

In addition to activities for adults, several activities were available for younger racing fans. An Easter Egg Hunt was held in the grandstand paddock area. Also, Hoosier Buddy was available to kids during "A Premiere To Remember" and Buttzn 'N Bowz, face painting clowns, strolled through the facility.

## BATTLE OF LAKE ERIE HEATS UP FANS AT NORTHFIELD PARK

Director of Racing Gregg Keidel did a top notch job in finalizing the field for the \$125,000 Battle of Lake Erie at Northfield. Despite the comparatively early race date, he assembled the fastest field in the history of the race, with an average best win time of 1:49.4. The eight starters had combined earnings of \$4.92 million, in line with some of the classic Battles from the mid-nineties. The eight competitors (with their best times) in this year's race were Ataboyart (1:53), Dodgeball (1:51.2), Gold Dust Beach (1:49), Load The Dice (1:49.1), Maltese Artist (1:48.3), Mister Big (1:49.2), My Boy David (1:47.4) and Our Lucky Killean (1:49.4). Ab's Beach Boy, the fastest horse at Northfield this year with a 1:52 win, was also eligible.



The first 3,000 fans paying regular \$1.75 grandstand or \$3.00 clubhouse admission on Battle of Lake Erie night received a free sweatshirt. The 50-50 cotton blend, navy blue sweatshirt featured the new Northfield Park logo in red and white. The sweatshirt is featured on Northfield's Web site and in program ads and in-plant signage. Patrons were warned in advance that the sweatshirts would look better on them than on designated sweatshirt model, Dave Bianconi, Northfield's model citizen in all aspects of his varied duties.