

HARNESS TRACKS OF AMERICA

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Promotions at HTA Tracks



WEEK OF OCTOBER 29, 2007

LADIES PLAY POKER AT POMPANO PARK



Two cards were dealt face-down to each player, as usual. Then, as is also customary, three cards up (the “flop”), then a fourth (“the turn”) and a fifth (“the river”).

But this Texas Hold ‘em poker tournament Saturday was missing another routine component: men.

The High Heels Poker Tour drew 103 players for its debut event, including Mindy Crown of Davie, who, like many, said she was eager to play in the women’s-only event at Isle Casino & Racing at Pompano Park.

“Some men can be arrogant and abusive playing with women, you know, set in their ways,” said Crown, who plays once a week at area casinos.

Rita Riddle has been playing online poker for four months, but sat down at an actual table for only the third time Saturday. The Orlando “grandmother” (most players declined to give their ages, but many likely were 40 or older) said had it been a mixed-gender tournament, “no way” would she have played. “Too intimidating,” Riddle said.



Saturday’s tournament was part of a series planned for the East Coast, culminating in a tournament of champions next fall in the Bahamas. Players can compete in local qualifying tournaments — “satellites” in poker parlance — at area casinos next month, High Heels organizer Lauren Failla said. Satellite winners get free entry into tournaments such as Saturday’s, which cost \$250 to enter. Prize money Saturday ranged from \$5,407 for first, claimed by Lisa Teebagy, of Lighthouse Point, to \$297 for 10th.

Women came up to the High Heels registration desk during the tournament and asked about playing in the next event, including Jean Beninato of Palm Beach.

“I’d pay the \$250 to play,” she said. “I’ve blown more than that on slots, easily.”

HALLOWEEN PRIZES AT NORTHFIELD PARK



Northfield Park held its 2007 Halloween Costume Contest on Saturday, October 27. World Heavyweight Boxing Champion Vonda Ward was part of the judges panel that included the OHHA's Amy Hollar, Northfield Mayor Victor Milani and Northfield Park Wall-of-Famer and Group Sales Director Mary Randall. Anyone dressed in costume got free admission and a free live racing program that night.

The judges crowned costumed winners in five different categories. Best of Show went to the "Jolly Green Giant Family," John Lukas and Loriann Pittner of Brooklyn, who won \$300. \$100 prizes were awarded for winners in the Funniest, Scariest, and Most Unique costume categories. The children's category provided "Little Bo Peep," Marrisona Kotalik of Cleveland, with a \$50 gift certificate to Toys-R-Us.



CAL-EXPO JOINS WITH PEPPERMILL

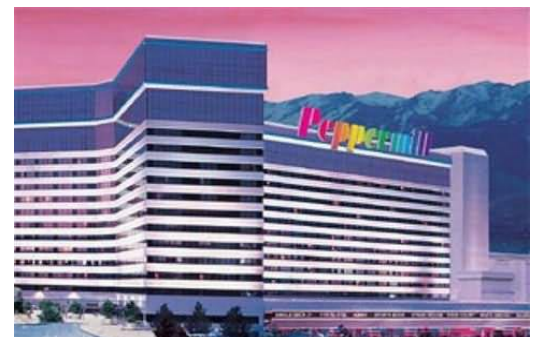


Saturday, September 8, marked the beginning of a cross-promotional agreement between Sacramento Harness Association and Reno's Premier Hotel Casino. The Peppermill Hotel Casino became the programmed sponsor of "The Peppermill Pace." Fans who enter the track every

Saturday are given a free entry blank for a contest based on the "Pace". The lucky fan that chooses the winner of "The Peppermill Pace" is rewarded with a prize package worth more than \$500. The package includes a two-night stay at The Peppermill Hotel Casino, two breakfast and two dinner comps at The Island Buffet, a \$100 casino free play, plus a \$100 Cal-Expo wagering voucher.

The Peppermill has also become the official replay sponsor of Cal-Expo Harness Racing.

"We are very pleased to enter into an agreement with The Peppermill," said Sacramento Harness Association's General Manager Dick Feinberg. "We will be sending some of our lucky fans to Reno's Premier Hotel Casino, and since The Peppermill carries all of our harness racing action in their state of the art Race and Sports Book, the winner of each Saturday night's contest won't have to miss any one of our races," Feinberg concluded.



The Pace is only one element of Super Saturday Nights at Cal-Expo, as Saturdays once again are Dollar Night, with beer, hot dogs, soda and wine for only \$1.