

HARNESS TRACKS OF AMERICA

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Promotions at HTA Tracks



WEEK OF AUGUST 3, 2009

NEW WAGER AND SPECIALS AT POCONO



Mohegan Sun at Pocono Downs, in line with its Hot Summer Fun theme, added a new Pick 7 wager with a minimum \$25,000 jackpot starting with the live harness races Tuesday, June 30. The \$25,000 jackpot increased daily until someone correctly selected the winners of races six through 12 on a \$2 wager. There were daily consolation payouts for those selecting the highest number of winners.

In addition to the Pick 7 wager, the Pacers Clubhouse Restaurant offered dining specials on Tuesday and Wednesday nights in July. Pacers featured a prime rib dinner with side salad for \$12.95 and an all you can eat pasta special, with a choice of three pastas and sauces, for \$9.95. Also, anyone purchasing any Pacers entrée on Tuesdays and Wednesdays in July received a free \$5 wagering voucher good only for the live races on that evening.

“The Pick 7 is a popular national wagering option as both serious and casual guests find large prize payouts very attractive,” said Jim Wise, vice president of marketing. “We also believe the dining special delivers a combination of value and excitement, making it a great midweek place to eat and to be entertained. The racing quality is exciting and we’ve had many of the top horsemen from throughout North America competing here. And there’s more to come with the Pennsylvania Sire Stakes and Grand Circuit week in July, August and September.”

Mohegan Sun at Pocono Downs saw an increase in its simulcast wagering handle of the 2009 Kentucky Derby, Preakness Stakes and Belmont Stakes. On track, the Kentucky Derby simulcast handle at the main track increased to \$268,417 from \$251,346 in 2008 while the Preakness handle went from \$144,622 in 2008 to \$171,629 this year.

Belmont handle went from \$137,766 to \$147,408 in 2009. Overall Belmont handles at Mohegan Sun at Pocono Downs, along with its four off-track wagering sites, phone and internet wagering, was up 3 percent from \$488,254 in 2008 to \$530,439 in 2009.

During the simulcasts of the first two Triple Crown races at the main track, management awarded VIP trips for two to the Preakness and Belmont. Outdoor barbecues were also held.

MEADOWLANDS/MOHAWK H/C CHALLENGE

Serious cash and a seat in the 2010 National Harness Handicapping Championship were up for grabs in the new Meadowlands/Mohawk Handicapping Challenge on Saturday, June 27.

MEADOWLANDS RACETRACK it's all about being hereSM 

The tournament, showcasing the \$1.5 million Pepsi North America Cup

simulcast from Mohawk Racetrack, was held in Raceworld Teletheater at the Meadowlands. Entry was just \$100 (\$50 entry fee, plus \$50 tournament bankroll) and included live and simulcast programs, a Harness Eye, dinner buffet, T-shirt and handicapping seminar with Dave Brower.



Prize payouts were to the Top 10 and players kept their bankroll. The winner received a seat in the 2010 NHHC, harness racing's only handicapping tournament with a \$50,000 guaranteed prize pool, at the Meadowlands. To play, contestants bet exactly 10 races: five each from the Meadowlands and Mohawk, including the \$1.5 million Pepsi North America Cup. Wagers were win only, on one horse per race and met a \$5 minimum (no maximum).



Woodbine Entertainment Group's Greenwood Teletheatre held a similar handicapping challenge Saturday, July 18, featuring the \$1 million Meadowlands Pace.

MIXED MARTIAL ARTS AT HOOSIER PARK

War in the Yard, a full-contact mixed martial arts (MMA) event, is coming to Hoosier Park Racing & Casino Saturday, Aug. 8. The event will feature 11 fights with two main events, a super bout and a feature bout beginning at 8 p.m.

Presented by Iron-Bear Fight Productions and the Bull-Dog Fight Series, the event will feature several MMA professional fighters competing in no-holds-barred cage fighting. The match-ups will be held in The Yard at Hoosier Park Racing & Casino in front of a crowd estimated to be more than 3,800 spectators.



On hand to make special guest appearances will be UFC superstars Chris "Lights Out" Lytle, Shonie "Mr. International" Carter, and Pride fighter Tom "The Big Cat" Erickson. The event will be judged by celebrities including Terrance "Cobra" Crumpton, an original American Gladiator, Jason Godsey and international fighter John Glover.

In the main event, UFC & King of the Cage veteran, Jason Gilliam (24 - 2) will go to battle with Team Jorge Gurgel's fighter, Jon Meyer (6 - 3). In the co-main event, King of the Cage veteran Ryan Stout (19 - 7- 1) looks to continue his comeback by upsetting UFC veteran Ryan Thomas (9 - 3). In the feature bout, Anderson, Ind. native & King of the Cage veteran Tristan Yunker (13 - 8) will clash with UFC, IFL, & Bodog Fighter Keith Wisniewski (25- 12 - 2).