



For Immediate Release
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**LUCKY'S RACE & SPORTS BOOK HOSTS FREE \$100,000
FOOTBALL CONTEST AT THE PLAZA DOWNTOWN**
Only Carryover Football Contest in Nevada

Las Vegas, Nev. – There is no place better to celebrate the arrival of football season than at Lucky's Race & Sports Book, the largest sports book in Downtown Las Vegas. Nestled in the heart of the Plaza Hotel & Casino, Lucky's offers the best race and sports betting experience in town and features Nevada's largest and most innovative wagering menu.

How well do you know your NFL teams? Bettors can put their picks where the money is and join Lucky's Free \$100,000 Football Contest from September 13 through January 3, 2009. Participants can win the weekly prize of \$6,000 with a progressive carryover. This week's jackpot is up to \$18,000 following a two-week carryover. There were no winners last week, in week three, so Lucky's added another \$6,000 to the prize, making it \$18,000.

"We wanted to give everyone coming into the Plaza a free shot at winning cash every week of the season," said Jimmy Vaccaro, director of sports operations and public relations for Lucky's. "It's an easy contest to play. There are no point spreads. All you have to do is pick winners. It's the only carryover football contest in Nevada, and things get really exciting when the jackpot grows."

Each time a player picks a winning team correctly, with a no point spread, they will be one step closer to winning the weekly jackpot. Picks are due each Sunday at 9 a.m.

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The Plaza Hotel & Casino offers an array of innovative table games and slot machines; a newly opened restaurant called the Omelet House Diner – a Las Vegas icon for 30 years; an all new all-you-can-eat buffet called "Stuffed," featuring an all-new, high-end dinner menu boasting various specialty nights seven nights a week; the largest race and sports book downtown; the hottest show in town – the Rat Pack is Back; free live entertainment right on the casino floor in the Aqua Lounge and a host of other amenities including a beauty salon, a roof top swimming pool and tennis courts. Guests may call (702)386-2110 or (800)634-6575 or visit www.plazahotelcasino.com for more information and/or hotel reservations.

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