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Casino Association of New Jersey Marks Kickoff to 2019 Football Season

*Atlantic City casinos are gearing up for second season of Football
since legalization of sports gaming*

Atlantic City, NJ – The Casino Association of New Jersey (CANJ) is excited to kick off the 2019 NFL season, marking the second football season since the legalization of sports wagering in New Jersey. Atlantic City casinos will welcome sports fans to the seaside resort destination for an action-packed weekend, which begins this Thursday night, as the Chicago Bears host the Green Bay Packers in a classic rivalry at Soldier Field.

Atlantic City casinos are offering a jam-packed schedule of weekend of games and events:

- **[Bally's Atlantic City Hotel & Casino](#)** will be hosting the grand opening of our new sports book, **[The Book](#)**, which is Atlantic City's largest sportsbook. The official opening ceremony will be at noon on Sunday in anticipation for the Philadelphia Eagles home opener which starts at 1pm. The first 200 guests who place a \$100 wager will receive a special gift. Several of your favorite Philadelphia Eagles, including two-time Superbowl Champion, 2018 NFL Walter Payton Man of the Year award winner and recipient of the Muhammad Ali Sports Humanitarian Award Chris Long, as well as Hollis Thomas and Fred Barnett.
- **[Borgata Hotel Casino & Spa](#)** is celebrating the start of the football season by throwing the ultimate **[Football Kickoff Party](#)** on Sunday, September 8. The action kicks off at Borgata Beer Garden, where 100.7 WZXL's Jojo & Scotty will host a live radio broadcast from 10am to noon with games, activations and exclusive Moneyline swag bags available for attendees. A special performance by the Egg Harbor Township High School Marching Band will lead into a full-on football takeover, where guests can bet on their favorite teams at Moneyline Bar & Book and play games including oversized cornhole, beer pong and more located outside of Central Conference Center. Level One Cocktail Bar & Lounge will offer the perfect auxiliary viewing experience where sports enthusiasts can grab a craft cocktail paired with the Red Zone channel. The party continues at the bars and lounges at Angeline by Michael Symon, Bobby Flay Steak and Wolfgang Puck American Grille, where fans can enjoy gameday food and drink specials between 1-5PM. A dedicated 'Football Hotel Package' will be offered throughout the season, including an overnight stay and a \$50 food and beverage credit at Moneyline Bar & Book (starting from \$129). If customers can't make it to Atlantic City to join the fun, sports betting is

also available on their phone anywhere in New Jersey with [playMGM NJ sports](#). They can now download and place sports bets on their mobile device with the playMGM sports app. It's safe, legal and secure mobile sports betting anywhere in New Jersey.

- [Caesars Atlantic City Hotel & Casino](#), alongside [Bally's Atlantic City Hotel & Casino](#) and [Harrah's Resort](#), is hosting an NFL pick'em contest from September 3rd through December 29th. As the official sponsor of the NFL, Caesars Rewards is partnering up to give fans the chance to get off the sidelines and bet on their favorite teams. Each week fans will receive one free pic and be entered to win weekly prizes, including the chance to attend Super Bowl LIV! Selections can be made once per week between Tuesdays - Sundays, 15 minutes prior to the first Sunday kickoff. The top 10 guests in Atlantic City who pick the most correct outcomes of the prior week's game will receive a share of \$10,000 in free slot play each week.
- [Golden Nugget Atlantic City](#) is offering its [\\$1 Million Dollar Golden Gridiron promotion](#), where customers can play for their chance to win over \$250,000 in cash and free play throughout the football season, plus \$1,000,000 at the end of the season. For customers that watch the action at Golden Nugget, there are drink specials in [Rush Lounge](#) and [The Sportsbook](#) during all games. And for the customers that watch the action outside of the marina district in Atlantic City, there is a \$50 risk free bet at [goldennuggetsports.com](#).
- [Hard Rock Hotel & Casino Atlantic City](#) kicks off the \$500,000 Pro Football Pick 'Em Challenge with \$25,000 in weekly prizes. Weekly winners can receive up to \$10,000 cash for the most correct picks and 600 participants will win \$25 in Free Play.
- [Ocean Casino Resort](#) is kicking off the football season with a property-wide tailgate party and pep rally on Saturday, September 7. Get your game face on and join in on the fun at Ocean's William Hill Sportsbook. Receive a free t-shirt with your bet, enjoy food and beverage specials and live ESPN 97.3 remote. At 7pm, join the pep rally at the Firepits @ Lobby Bar and celebrate with a live DJ, trivia, cheerleaders, Bud Lite Girls, ESPN Sports Patrol, giveaways and more! Bet \$50 Get \$50 In Cash! Use promo code **OCEAN** when you download and sign up for the William Hill New Jersey App and get \$50 deposited directly into your account when you place a bet of \$50 or more! To be eligible, must be 21 years of age or older and within legal boundaries of the state of New Jersey (void where prohibited). Gambling problem? Call 1-800-GAMBLER.
- [Resorts Casino Hotel](#) invites football fans to DraftKings Sportsbook for the ultimate viewing experience as the NFL season officially kicks off. On opening night, and throughout the season, take in all the exciting action on massive, ultra-high definition TVs, enjoy exclusive food & drink specials and VIP services, review live updated betting odds and place bets at any of the betting windows or 24-hour betting kiosks. Amazing food & drink deals also will be available at Bar One, LandShark Bar & Grill and Gallagher's Burger Bar during all live NFL games. You'll never miss a play as every snap will be broadcasted on more than 145 screens throughout the property including TVs in the casino floor gaming pits. On September 6, those who earn two tier points and check-in at the kiosks starting at 1 p.m. can participate in the first \$30,000 slot cash Field Goal Mystery Money Game. This will be available every Thursday in September and is complemented by other amazing promotions like the \$500 slot cash Guess the Footballs Challenge occurring daily in the Margaritaville lobby now through February 2 and monthly NFL jersey giveaways that start September 8 and run through December.
- Kick-off Pro-Football weekend at [Tropicana Atlantic City](#). Place a bet or purchase a bucket at the William Hill Sportsbook and receive a complimentary Commemorative William Hill and

Tropicana pint glass. Guests can also get in on the action all season long and participate in the \$500,000 TFL Pro Pick'em Football Contest beginning Thursday, September 5. Simply earn 2 promotional points and visit a kiosk to select your winning teams each week. Selections may be made beginning at 10:00 a.m. on Tuesday up until half an hour prior to the start time of the first pro football game played Sunday. Special room packages are also available to guests for the duration of the season.

New Jersey is fast becoming the leader in sports wagering in the country. New Jersey sportsbooks once again topped Nevada this July, taking in \$251 million in wagers compared to Nevada sportsbooks which took in about \$235 million. This is the second time ever in U.S. history that a state other than Nevada led the nation in total sports wagering handle. In May, New Jersey outpaced Nevada for the first time since the legalization of sports betting here. More importantly, sports betting has provided a boost in New Jersey jobs, revenue and tourism since its legalization last year.

The casino industry continues to work to solidify the seaside resort's comeback by diversifying Atlantic City's offerings, as well as investing hundreds of millions of dollars in redevelopment projects and non-gaming services to attract new visitors. The industry's efforts have advanced the revitalization of Atlantic City, transforming the city into a business conference destination and first-class resort that features great restaurants, entertainment and shopping.

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About the Casino Association of New Jersey

The Casino Association of New Jersey (CANJ) is a trade organization that provides a collective voice for the Atlantic City casino industry by facilitating the exchange of information and ideas between our industry, small businesses, Atlantic City stakeholders and the general public. The CANJ consistently advocates for legislation and initiatives that support the ongoing revitalization of Atlantic City into a world-class destination resort. A thriving casino industry drives economic growth, job creation, increased tax revenue for state and local budgets, and prosperity for city residents, hardworking families and businesses which rely on the casinos for their livelihood. Our goals are simple: protect and grow the tens of thousands of jobs the casino industry supports across New Jersey and continue Atlantic City's transformation into a world-class destination resort. For additional information, please visit www.casinosnj.org.