

PARX RACING

# 2014

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## Parx 2014 Annual Report to PSHRC and PGCB

Joe Wilson

6/26/2015



STATE HORSE RACING COMMISSION  
COMMONWEALTH OF PENNSYLVANIA  
Harrisburg, Pennsylvania

Report to the Pennsylvania Gaming Control Board and the Pennsylvania State Horse Racing Commission from licensee with regards to its efforts to enhance live racing at the licensee's racetrack in accordance with provisions of 1211(a)(2) of the table games legislation.

Name of Licensee: Parx Racing

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**Part I.**

**Live Attendance**

1.

A.

**Total On-Track Attendance Statistics -- daily, monthly, and annually**

<b>Daily</b>	<b>Attendance</b>
1/1/2014	997
1/2/2014	212
1/3/2014	252
1/4/2014	836
1/5/2014	572
1/6/2014	448
1/7/2014	35
1/8/2014	141
1/9/2014	331
1/10/2014	391
1/11/2014	718

1/12/2014	575
1/13/2014	408
1/14/2014	310
1/15/2014	209
1/16/2014	368
1/17/2014	495
1/18/2014	1,024
1/19/2014	578
1/20/2014	609
1/21/2014	11
1/22/2014	86
1/23/2014	256
1/24/2014	324
1/25/2014	640
1/26/2014	709
1/27/2014	450
1/28/2014	74
1/29/2014	186
1/30/2014	255
1/31/2014	462
2/1/2014	1,197
2/2/2014	602
2/3/2014	83
2/4/2014	89
2/5/2014	176
2/6/2014	272
2/7/2014	474
2/8/2014	1,104

2/9/2014	835
2/10/2014	313
2/11/2014	304
2/12/2014	188
2/13/2014	6
2/14/2014	356
2/15/2014	586
2/16/2014	510
2/17/2014	693
2/18/2014	161
2/19/2014	184
2/20/2014	309
2/21/2014	397
2/22/2014	1,198
2/23/2014	863
2/24/2014	416
2/25/2014	351
2/26/2014	211
2/27/2014	318
2/28/2014	493
3/1/2014	1,224
3/2/2014	718
3/3/2014	133
3/4/2014	333
3/5/2014	226
3/6/2014	314
3/7/2014	525
3/8/2014	1,404

3/9/2014	751
3/10/2014	422
3/11/2014	388
3/12/2014	235
3/13/2014	275
3/14/2014	483
3/15/2014	1,292
3/16/2014	826
3/17/2014	357
3/18/2014	372
3/19/2014	249
3/20/2014	270
3/21/2014	483
3/22/2014	1,075
3/23/2014	748
3/24/2014	390
3/25/2014	272
3/26/2014	207
3/27/2014	256
3/28/2014	420
3/29/2014	1,181
3/30/2014	719
3/31/2014	314
4/1/2014	376
4/2/2014	189
4/3/2014	246
4/4/2014	439
4/5/2014	1,363

4/6/2014	826
4/7/2014	351
4/8/2014	377
4/9/2014	234
4/10/2014	245
4/11/2014	428
4/12/2014	1,171
4/13/2014	740
4/14/2014	321
4/15/2014	310
4/16/2014	243
4/17/2014	241
4/18/2014	478
4/19/2014	1,138
4/20/2014	175
4/21/2014	170
4/22/2014	336
4/23/2014	249
4/24/2014	281
4/25/2014	450
4/26/2014	747
4/27/2014	475
4/28/2014	90
4/29/2014	165
4/30/2014	140
5/1/2014	239
5/2/2014	1,006
5/3/2014	10,124

5/4/2014	754
5/5/2014	412
5/6/2014	367
5/7/2014	194
5/8/2014	246
5/9/2014	318
5/10/2014	1,013
5/11/2014	941
5/12/2014	400
5/13/2014	313
5/14/2014	170
5/15/2014	244
5/16/2014	526
5/17/2014	6,358
5/18/2014	675
5/19/2014	369
5/20/2014	332
5/21/2014	182
5/22/2014	224
5/23/2014	384
5/24/2014	873
5/25/2014	874
5/26/2014	1,068
5/27/2014	300
5/28/2014	179
5/29/2014	154
5/30/2014	394
5/31/2014	978

6/1/2014	871
6/2/2014	409
6/3/2014	307
6/4/2014	196
6/5/2014	261
6/6/2014	445
6/7/2014	8,637
6/8/2014	719
6/9/2014	332
6/10/2014	298
6/11/2014	174
6/12/2014	220
6/13/2014	353
6/14/2014	1,032
6/15/2014	1,008
6/16/2014	357
6/17/2014	356
6/18/2014	216
6/19/2014	233
6/20/2014	411
6/21/2014	1,073
6/22/2014	854
6/23/2014	452
6/24/2014	349
6/25/2014	228
6/26/2014	240
6/27/2014	484
6/28/2014	945



6/29/2014	786
6/30/2014	404
7/1/2014	359
7/2/2014	228
7/3/2014	582
7/4/2014	853
7/5/2014	1,207
7/6/2014	875
7/7/2014	374
7/8/2014	328
7/9/2014	201
7/10/2014	260
7/11/2014	325
7/12/2014	1,105
7/13/2014	694
7/14/2014	347
7/15/2014	303
7/16/2014	223
7/17/2014	248
7/18/2014	337
7/19/2014	1,164
7/20/2014	757
7/21/2014	436
7/22/2014	317
7/23/2014	242
7/24/2014	305
7/25/2014	473
7/26/2014	1,121

7/27/2014	800
7/28/2014	416
7/29/2014	325
7/30/2014	272
7/31/2014	259
8/1/2014	484
8/2/2014	1,253
8/3/2014	796
8/4/2014	520
8/5/2014	375
8/6/2014	313
8/7/2014	280
8/8/2014	406
8/9/2014	945
8/10/2014	814
8/11/2014	400
8/12/2014	312
8/13/2014	243
8/14/2014	279
8/15/2014	383
8/16/2014	1,267
8/17/2014	758
8/18/2014	500
8/19/2014	315
8/20/2014	276
8/21/2014	231
8/22/2014	442
8/23/2014	1,274

8/24/2014	788
8/25/2014	440
8/26/2014	280
8/27/2014	194
8/28/2014	235
8/29/2014	347
8/30/2014	980
8/31/2014	752
9/1/2014	4,266
9/2/2014	213
9/3/2014	178
9/4/2014	160
9/5/2014	304
9/6/2014	971
9/7/2014	531
9/8/2014	313
9/9/2014	349
9/10/2014	217
9/11/2014	257
9/12/2014	448
9/13/2014	934
9/14/2014	601
9/15/2014	354
9/16/2014	331
9/17/2014	172
9/18/2014	246
9/19/2014	422
9/20/2014	15,565

9/21/2014	229
9/22/2014	372
9/23/2014	351
9/24/2014	229
9/25/2014	262
9/26/2014	397
9/27/2014	969
9/28/2014	555
9/29/2014	337
9/30/2014	357
10/1/2014	205
10/2/2014	235
10/3/2014	395
10/4/2014	1,040
10/5/2014	528
10/6/2014	340
10/7/2014	355
10/8/2014	281
10/9/2014	222
10/10/2014	420
10/11/2014	965
10/12/2014	609
10/13/2014	528
10/14/2014	330
10/15/2014	177
10/16/2014	247
10/17/2014	407
10/18/2014	892

10/19/2014	596
10/20/2014	301
10/21/2014	343
10/22/2014	236
10/23/2014	265
10/24/2014	332
10/25/2014	833
10/26/2014	623
10/27/2014	386
10/28/2014	352
10/29/2014	187
10/30/2014	235
10/31/2014	957
11/1/2014	2,927
11/2/2014	551
11/3/2014	371
11/4/2014	460
11/5/2014	189
11/6/2014	309
11/7/2014	400
11/8/2014	868
11/9/2014	476
11/10/2014	353
11/11/2014	463
11/12/2014	229
11/13/2014	236
11/14/2014	401
11/15/2014	845

11/16/2014	526
11/17/2014	316
11/18/2014	229
11/19/2014	232
11/20/2014	235
11/21/2014	429
11/22/2014	973
11/23/2014	564
11/24/2014	392
11/25/2014	320
11/26/2014	181
11/27/2014	88
11/28/2014	757
11/29/2014	934
11/30/2014	590
12/1/2014	398
12/2/2014	274
12/3/2014	232
12/4/2014	235
12/5/2014	280
12/6/2014	637
12/7/2014	471
12/8/2014	267
12/9/2014	192
12/10/2014	149
12/11/2014	182
12/12/2014	321
12/13/2014	753

12/14/2014	444
12/15/2014	362
12/16/2014	308
12/17/2014	169
12/18/2014	128
12/19/2014	239
12/20/2014	546
12/21/2014	483
12/22/2014	320
12/23/2014	314
12/24/2014	-
12/25/2014	-
12/26/2014	433
12/27/2014	827
12/28/2014	466
12/29/2014	431
12/30/2014	460
12/31/2014	126

**TOTAL** **212,399**

<b>Monthly</b>	<b>Attendance</b>
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Jan-14	12,292
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Feb-14	12,689
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Mar-14	16,862
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Apr-14	13,004
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May-14	30,611
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Jun-14	22,650
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Jul-14	15,736
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Aug-14	16,882
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Sep-14	30,890
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Oct-14	13,822
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Nov-14	15,844
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Dec-14	10,447
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<b>TOTAL</b>	<b>212,399</b>
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<b>Annual</b>	<b>Attendance</b>
<b>2014</b>	<b>212,399</b>

**B.**

The grandstand saw a complete renovation in 2010 when Philadelphia Park was renamed Parx Racing. The finest finishes available were used including Santa Cecilia granite and Tineo wood throughout. Outside we have the picnic grove with umbrella tables, benches, picnic tables, restrooms and a playground for kids. There are four pavilions with televisions and two of them are equipped with wagering terminals. The apron is filled with park benches, picnic tables and also has a mobile wagering trailer complete with six teller machines. The all-weather paddock has restrooms, flat screen televisions and a trainer's viewing lounge. The carpeted first floor is abundant with wagering and information terminals where guests can place wagers and access



information from tracks around the world. There are two lounges with monitor walls and the Finish Line bar with wrap around televisions and high top tables and chairs. There are two rows of granite topped handicapping carrels complete with televisions and Tiny Tims overlooking the apron of the racetrack. There is a VIP room on this floor with carrels, tables and televisions that also overlooks the racetrack. The Cotillion Room, which is our group room, is adjacent to the VIP room and can accommodate large or small groups. It has wagering terminals, televisions and an outdoor fenced-in patio with furniture. The Finish Line Café and Horsemen's Lounge offer casual dining complete with personal televisions and Tiny Tims. The Paddock Grille has high top tables and offers a variety of menu choices highlighted, of course, by Philly cheesesteaks. Behind the Grille is a monitor wall that replays all of the races at Parx and also displays each of the four tower cameras. The third floor has the Parx Poker Room and the Racing Clubhouse. The clubhouse has a full bar, mutuel line, monitor walls, self-service machines and table with televisions and wagering terminals. You enter the clubhouse restaurant through the Parx Racing Hall of Fame which boasts a bronze sculpture of Parx Racing's own Smarty Jones. The restaurant has televisions, wagering terminals and windows overlooking the racetrack. The clubhouse is also used for groups from twenty to over three hundred. We host business luncheons, parties, formal dinners and even wedding receptions.

### **C.**

One entrance off of Street Road is named Racetrack Drive and has a monument sign with the Parx racing horse logo. The racetrack is a separate building from the main casino and there are numerous way finding signs, along all roadways, guiding guests to their desired location. All of the major roads have signage and billboards directing guests to Parx Casino and Racing. There is a fifty-five foot screen on the front of the grandstand which advertises upcoming events. There is more than adequate signage, including video signage, throughout the building.

### **D.**

Along with constant fresh paint, we installed a new chiller for the grandstand in 2014 along with new pavilion roofs and a Duralock inner turf safety rail. Six new barns were also built in 2014.

## **2.**

### **A. B.**

Parx racing is promoted through all available media outlets including e-mail, newsprint, radio, direct mail, program ads, video signage, Facebook and Twitter. We market all big race days such as Triple Crown races, Smarty Jones' Day, PA Derby/Cotillion and Breeder's Cup as well as all holidays. All of these days feature free family fun including face painting, pony rides, moon bounces, etc. Live music is included on most days in the picnic grove along with local radio stations and special handicapping seminars with fan friendly handicapper "Hudg", who sets up a tent complete with television and wagering terminals to teach newcomers how to make selections and wager. Parx the horse can also be seen on these days conducting the traditional jockey tee shirt toss after every race. Giveaways in 2014 included a ten year anniversary Smarty Jones cooler bag on Labor Day and the customary PA Derby hat on our big day.

We held our third annual Octoberfest 5K run in 2014 which benefits the Foundation for Breast and Prostate Health. We experienced wet and cool weather leading up to the race and, once again, took the race "off the dirt and on to the turf".

In 2014, we again partnered with the PTHA to produce a 90 minute high definition live broadcast of the PA Derby / Cotillion on Comcast. The show was hosted by nationally acclaimed Laffit Pincay III, local sports talent Dick Jerardi, NYRA's Maggie Wolfendale, Night School's Joe Kristufek and NBC 10's weathergirl Sheena Parveen. Comcast and NBC 10 promoted this throughout Derby week.

Guests use their Player Rewards cards to earn points that can be redeemed for programs, racing forms, food and beverage, souvenirs, etc. All of these events and promotions will continue and be added to in 2015. Added already in 2015 were four separate handicapping contests and a special event on Father's Day with Sid Mark and the City Rhythm Orchestra. (See attached examples of ads, e-mails, billboards, contests and marketing materials).

### C.

We built six new barns in 2014 and will build four more in 2015 bringing the total to 33. This is a part of our \$30,000,000 plus project. We will be installing eco-friendly pavers in the walking ring, paddock and winner's circle. New digital televisions were installed throughout the grandstand to allow for high definition viewing. Also, we will begin planting trees between the barns as part of our beautification project.

## Part II. Handle

### 1.

#### A and B

### 2014 Handle Wagered on Parx Live Racing

Location	Handle
1 On-track	\$13,004,086
2 Off-track	\$5,833,241
3 Account wagering	\$2,780,007
4 Other guest locations	\$237,295,033
<b><u>Grand Total Wagers On Parx Live Racing</u></b>	<b><u>\$258,912,366</u></b>

## 2014 Handle Wagered on Other Races Simulcast To Parx

<b>Location</b>	<b>Handle</b>
1 Track	\$38,233,958
2 Off Track	\$88,688,925
3 Account Wagering	\$31,257,274
<b><u>Grand Total Wagered On Other Tracks</u></b>	<b><u>158,180,157</u></b>

**2.**

All of the above marketing activities are intended to draw more people to the track, thereby increasing live and simulcast handle. We are currently working on a schedule to allow for a special Fall Festival that will increase field size and quality and will attract national attention.

### **Part III.**

#### **Native Breeding Industry**

**1.**

#### **2014 PA-Breds - By the Numbers**

##### **A.B.C.**

In 2014, 1,041 Registered Pennsylvania Breds participated at Parx Racing, winning 602 of the 1,733 races run (35%).

The PA-Bred horses earned \$22,268,516 of the \$60,112,573 distributed (37%).

The PA-Bred horses accounted for 4,925 starts of the total 12,548 for the year (39%)

183 Races of the 1733 races run were restricted to PA-Breds (10.5%)

Average field size Open (7.25) vs. PA Bred closed races (7.16)

2.

### 2014 – Restricted PA-Bred Races

In 2014, 183 races were run as restricted PA-Bred races. 7 were stakes races, 5 were handicaps, all others were restricted in the condition book or became closed when 8 or more registered PA-Breds were entered by statute.

In 2014 all PA-Bred stakes carried an additional 25% to the first three finishers if they were PA-Sired. This will continue in 2015 along with the 40% owner bonus in open races and another abundance of restricted races.

### Part IV.

#### Class

1.

Menu of races in 2014

TYPE OF RACE	# of Races	# of Starters	Purses Paid	Avg. Purse
STAKES	24	173	\$4,400,000	\$183,333
HANDICAPS	10	90	\$1,400,000	\$140,000
ALLOWANCE	199	1414	\$8,319,000	\$41,804
STARTER HANDICAP	11	89	\$450,000	\$40,909
MAIDEN	129	947	\$5,107,000	\$39,589
STARTER ALLOWANCE	189	1274	\$5,348,000	\$28,296
CLAIMING	81	554	\$1,862,000	\$22,988
MAIDEN CLAIMING	274	2024	\$5,674,000	\$20,708
BEATEN CLAIMING	745	5483	\$15,054,500	\$20,207
ALLOWANCE OPT CLM	71	500	\$3,379,000	47,592

2.

We run 13 key stakes races at Parx, 8 of which have graded status. In 2014, our bonus system for the PA Derby worked to bring Kentucky Derby and Preakness winner California Chrome to Parx. The race also brought Haskell winner Bayern, who went on to win the PA Derby. Bayern then went on to win the Breeder's Cup Classic. The Cotillion featured the best 3 year old fillies in the world and the eventual winner, Untapable, followed that victory up with a win in the Breeder's Cup Distaff (Ladies Classic). California Chrome was given the Eclipse award for both Horse of the Year and 3 Year Old Champion Male. Untapable was given the Eclipse award for 3 Year Old Champion Female. The 2013 Cotillion winner, Close Hatches, was given the Eclipse for Older Female. All in all, 17 horses with Parx experience ran in the 2014 Breeder's Cup. Parx has demonstrated that the road to the Breeder's Cup runs through Bensalem, PA.

We began our big racing days on Labor Day with 50% increased purses, The Smarty Jones Stakes, The Turf Monster, The Greenwood Cup and the Turf Amazon. The first three races carry a GIII.

The following Saturday was PA Day at the races, including stakes races and a card exclusive to Pennsylvania bred. Over 400 PHBA members attended this great day of Pennsylvania racing

Next was Owner's Appreciation day featuring 100% increased purses and the running of the PTHA President's Cup. Preference was given to horses on the grounds and the day, once again, increased field size and local participation.

Of course, the following Saturday featured the PA Derby, Cotillion and The Gallant Bob which was won by local owner Paul Conaway and trained by Lupe Preciado.

## **Part V.**

### **Residence**

1.

Of the 125 trainers stabled at Parx Racing, 86 permanently reside in Pennsylvania (69%)

Of the 1,748 active bookkeeper accounts, 504 were Pennsylvania residents (29%) of which they earned \$23,548,316 of the \$60,112,573 distributed (39%)

2.

Pennsylvania has the best state bred program in the country. The PHBA is very active in showcasing the PA bred program with Parx and enticing people to move or grow their operation in PA.



**PARX RACING® ...THE MOST THRILLING PLACE FOR  
THE KENTUCKY DERBY!  
SATURDAY, MAY 3**

Get ready to bet on "The Greatest Two Minutes in Sports" and watch it LIVE on our giant TV screens in the picnic grove at Parx Racing or on one of the 20 LED screens at Jax Bar located inside Parx Casino®!

Gates open at 10am • 1st post from Churchill Downs: 10:30am • 1st Parx Post: 12:25pm

**Free admission • Free family fun • BBQ and drink specials**

**Jockey t-shirt toss • Souvenirs • Ladies Kentucky Derby Hat Contest**

Wagering stations will be available at both buildings for your convenience.

**Included in a Supplemental Mailer for April  
(F&B offer to a select group of table game patrons)**



# parxracin<sup>g</sup>



**THE MOST THRILLING PLACE FOR THE DERBY!**

**SATURDAY, MAY 3**

Celebrate the 140th running of the Kentucky Derby & watch it LIVE on our giant TV screens located in the Picnic Grove.

Gates open at 10am

1st post from Churchill Downs: 10:30am • 1st Parx Post: 12:25pm

- Free admission
- Free family fun
- BBQ and drink specials
- Jockey t-shirt toss & souvenirs

Wagering stations will be available at Parx Racing<sup>®</sup> and near Jax Bar at Parx Casino<sup>®</sup> for your convenience.

**Be the Belle of Parx Racing<sup>®</sup>!**

Wear your best Derby hat for a chance to win your share of over **\$2,800 in wagering vouchers & free slot play!**\*

Prizes will be awarded to the top three hats in:  
Best Horse Racing Themed Hat • Best Classic Hat

**Included in May's Slots & Table Games Mailer**





**parx**raci**ng** 

**SATURDAY, MAY 3**

Get ready to bet on "The Greatest Two Minutes in Sports" and watch it LIVE on our giant TV screens in the picnic grove at Parx Racing® or on one of the 20 LED screens at Jax Bar, inside Parx Casino®! Visit [parxraci\*\*ng\*\*.com](http://parxraci<b>ng</b>.com) for additional information.

**Included in May's Inactives Mailer**

BELMONT STAKES • SATURDAY, JUNE 7

parx racing 

Join us for a day of racing and excitement! Enjoy food & drink specials plus free admission and family fun in the picnic grove! Gates open at 10am. 1st post at 12:25pm.



**Included in June's Slots Mailer**



# parxraci<sup>ng</sup>

## BELMONT STAKES AT PARX RACING<sup>®</sup>

### SATURDAY, JUNE 7

Join us for a day of racing and excitement to celebrate the 146th running of the Belmont Stakes, the third jewel of Thoroughbred racing's Triple Crown!

Enjoy family fun in the picnic grove!

- BBQ, food and drink specials
- Jockey t-shirt toss
- Race showing on our giant HD in-field screen
- Free admission & general parking

Gates open at 10am, 1st post at 12:25pm.

Advanced wagering available Friday, June 6.

**Included in June's Table Games Mailer**



# JULY 4<sup>TH</sup> FESTIVITIES

AT PARX RACING<sup>®</sup>

ENJOY THE BEST LIVE THOROUGHBRED RACING  
IN THE REGION!

- 92.5 XTU presents SHOT OF SOUTHERN performing live in the Picnic Grove from 1pm - 4pm
- BBQ & drink specials
- Prizes & giveaways
- Free parking & admission
- Free family fun

Included in July's Slots & Table Games Mailer



# JULY 4<sup>TH</sup> FESTIVITIES

## AT PARX RACING<sup>®</sup>

EXPERIENCE THE BEST LIVE THOROUGHBRED RACING IN THE REGION!

92.5 XTU presents SHOT OF SOUTHERN performing  
live in the Picnic Grove from 1pm – 4pm.

PLUS enjoy:

- BBQ & drink specials
- Free parking & admission
- Prizes & giveaways
- Free family fun

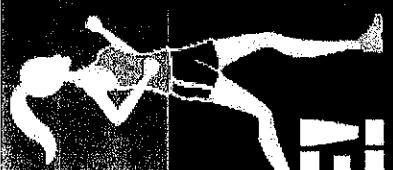
Included in July's Inactives Mailer

**SMARTY JONES DAY at**  
**parxracino**  
**MONDAY, SEPTEMBER 1**

**OVER \$1 MILLION IN PURSES!**  
**FEATURING 3 GRADED STAKES & THE TURF AMAZON**  
 Gates open at 10am. 1st post at 12:25pm  
 Enjoy live music, BBQ & drink specials, FREE admission,  
 FREE parking and FREE family fun in the Picnic Grove!  
**Plus, the first 3,000 patrons will receive a complimentary**  
**10th Anniversary Smarty Jones Cooler Bag!**



10.11.14



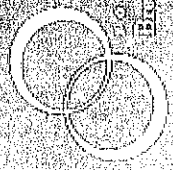
**SAVE THE DATE!**

**10th ANNUAL PARX CASINO & RACING**

**OCTOBERESTSK**  
**SATURDAY, OCTOBER 11 - 10AM**

Get out your running shoes for today  
 and join us for a celebration of the legendary  
 Parx triathlon!

Top 3  
 finishers from  
 each age division  
 win exciting  
 prizes!



Visit [parx.com](http://parx.com) to register! Proceeds benefit  
 Parx Foundation

Parx Casino & Racing  
 Atlantic City, NJ

Included in August's Slots Mailer

AND THEY'RE OFF... IT'S THE THRILLING

# PA Derby


Two \$1 MILLION DOLLAR RACES - BACK ON THE SAME DAY FOR A THIRD YEAR!

SATURDAY, SEPTEMBER 20

Gates open at 10am • 1st post time 12:25pm

Enjoy BBQ & drink specials, Jockey t-shirt toss after every race, souvenir merchandise & FREE family fun in the Picnic Grove at Park Racing!

PLUS, the first 4,000 guests receive a complimentary PA Derby Hat\*\*



\*\*VIRTUAL CREDITS ARE NOT REDEEMABLE FOR CASH AND THERE IS NO CASHOUT OF WINNINGS. VISIT [PARKRACING.COM/PA/PA450H](http://PARKRACING.COM/PA/PA450H) FOR MORE DETAILS. \*\*LIMIT WHILE SUPPLIES LAST, ONE HAT PER GUEST, MUST BE 18 OR OLDER TO ENTER AT PARK RACING.

Included in September's Slots & Table Games Mailer

**3RD ANNUAL  
PARX OCTOBERFEST 5K  
SATURDAY, 10/11 • 10AM**

Proceeds benefit THE FOUNDATION  
FOR BREAST AND PROSTATE HEALTH



Run with us on our legendary  
racetrack for a great cause!  
Visit [parxracetrack.com](http://parxracetrack.com) to register.

Included in October's Slots Mailer (mailing panel)



**parx**  
casino®

Get lucky in no time.™



**A THRILLING DAY  
AT THE RACETRACK...  
OVER \$3 MILLION IN PURSES!**

COME  
UP AT

88  
THREE  
SIXTY

FRIDAY, SEPTEMBER 19

9PM Fish Out of Water  
10PM DJ Paul Desisto

SATURDAY, SEPTEMBER 20

5PM Kirko  
9PM Don't Call Me Francis  
10PM DJ Eric Vanderslice

FRIDAY, SEPTEMBER 26

5PM Sensational Soul Cruisers  
9PM Drop Dead Sexy  
10PM DJ Sev One

SATURDAY, SEPTEMBER 27

5PM Once Again Band  
9PM The Rockets  
10PM DJ Eric Vanderslice

Visit [parxcasino.com/calendar](http://parxcasino.com/calendar) for full schedule.

**"THE BULL SESSION"  
WITH GREG LUZINSKI  
& DAN BAKER**

MONDAY, SEPTEMBER 22 • 6PM  
Live broadcast at Jax Bar!

**PA DERBY DAY AT PARX RACING**

SATURDAY, SEPTEMBER 20 • GATES OPEN 10AM

Come see Kentucky Derby and Preakness winner  
**CALIFORNIA CHROME!**

**\$100,000 WIN IT BIG  
SATURDAYS**

SATURDAYS • 12PM - 10PM

Earn 50 entries to scratch & win  
up to \$1,000 free slot play! One  
grand prize winner every week!  
9/20: \$10,000 cash  
9/27: 2014 Jeep Grand Cherokee



**BIG PLAY  
GIVEAWAY**

SUNDAY, SEPTEMBER 21 • 1PM

\$100 free slot play winner  
selected for every point  
the home team scores!

PARXCASINO.COM •  

MANAGEMENT RESERVES THE RIGHT TO CHANGE OR CANCEL THESE PROMOTIONS AT ANY TIME. MUST BE PRESENT TO WIN.  
VISIT XCLUB FOR ADDITIONAL DETAILS, RULES & REGULATIONS. GAMBLING PROBLEM? CALL 1.800.GAMBLER



宾州彩票  
 CALIFORNIA CHROME  
 肯塔基德比  
 (KENTUCKY DERBY)  
 肯普顿德比大赛  
 (PREAKNESS) 的赢家

# 名马参加宾州德比大赛和高迪伦日

9月20日，周六，上午10点开门，11点25分开始下注



# parx casino

Get lucky in no time.

GI COTILLION STAKES 1百万美元奖  
 GII PA DERBY 1百万美元奖  
 GIII GALLANT BOB 30万美元奖

从I-95高速公路或宾州收费  
 公路下到 Street Road  
 地址: 2999 Street Road,  
 Bensalem, PA 19020

访问PARXRACING.COM了解更详细的信息

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COME SEE  
KENTUCKY DERBY  
& PREMIER WINNER  
CALIFORNIA  
CHROME!

# TWO \$1 MILLION DOLLAR STAKES, ONE THRILLING DAY AT THE RACES!

\$1 million GI Cottillion Stakes • \$1 million GI PA Derby • \$300,000 GIII Gallant Bob

- Commemorative hat giveaway for the first 4,000 guests\*
- FREE admission & family fun in the Picnic Grove!
- Food & drink specials

Visit [PARXRACING.COM](http://PARXRACING.COM) for additional details.

**parx**

CASINO • RACING<sup>®</sup>

Get lucky in no time.™

STREET ROAD EXIT OFF I-95 OR PA TURNPIKE

\*AVAILABLE PROBLEM CALL 1-800-GAMBLER

COME SEE KENTUCKY DERBY  
& PREAKNESS WINNER,  
**CALIFORNIA CHROME**  
AT PARX RACING!

**PENNSYLVANIA DERBY**

SATURDAY, SEPTEMBER 20 • GATES OPEN AT 10AM

parx

CASINO • RACING



# TWO \$1 MILLION DOLLAR STAKES, **ONE THRILLING DAY** AT THE RACES!



Enjoy live thoroughbred action, food and drink specials,  
plus free family fun in the Picnic Grove!

**After the races, play \$100,000 WIN IT BIG SATURDAYS!**

Win exciting prizes all month like thousands in cash and free  
slot play, or even a brand new Jeep Grand Cherokee Limited!

Visit [PARXCASINO.COM](http://PARXCASINO.COM) for additional details.

**parx**

CASINO • RACING

**Get lucky in no time.™**

STREET ROAD EXIT OFF I-95 OR PA TURNPIKE

GAMBLING PROBLEM? CALL 1.800.GAMBLER



3RA EDICIÓN  
DE PARX CASINO® Y RACING®  
**OCTOBERFEST**  
SÁBADO 11 DE OCTUBRE

¡Saquen sus zapatos de correr por una buena causa, además de un día de diversión y emoción en la legendaria pista de carreras Parx! Los ingresos benefician a la Fundación para la Salud del Seno y la Próstata.

¡Los primeros 3 finalistas de cada división de edad ganan interesantes premios!

Visita [parxracing.com](http://parxracing.com) para detalles y registro adicionales.



**parx**  
casino®

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PARXCASINO.COM •  

DEBE ESTAR PRESENTE PARA GANAR. LA DIRECCIÓN SE RESERVA EL DERECHO DE MODIFICAR O CANCELAR ESTA PROMOCIÓN EN CUALQUIER MOMENTO. LOS DERECHOS DE INSCRIPCIÓN SE INCREMENTAN A PARTIR DE 10/9/14. DIVISIONES EDAD: 13 Y MENORES, 14-19, 20-29, 30-39, 40-49, 50-59, 60+. ¡PROBLEMA CON EL BÚFGO? LLAME 1-800-GAL331P.

# parx casino

Get lucky in no time.™



## 3RD ANNUAL PARX CASINO® & RACING® OCTOBERFEST 5K

SATURDAY, OCTOBER 11

Top 3 finishers from each age  
division win exciting prizes!

Visit [parxracing.com](http://parxracing.com)  
to register now!

COFFEE  
UPPER

THREE  
SIXTY

### FRIDAY, OCTOBER 10

9PM Juliano Brothers  
10PM DJ Sev One

### SATURDAY, OCTOBER 11

5PM Cat Daddy  
9PM Slamm  
10PM DJ Eric Vanderslice

### SUNDAY, OCTOBER 12

4PM Krista Starr

### WENESDAY, OCTOBER 15

8PM Conklin's Comedy Night

### FRIDAY, OCTOBER 17

9PM The Exceptions  
10PM DJ Sev One

### SATURDAY, OCTOBER 18

5PM Tracey A and the A-Listers  
9PM Split Decision  
10PM DJ Eric Vanderslice

Visit [parxcasino.com/calendar](http://parxcasino.com/calendar) for full schedule.



## LATIN NIGHT

THURSDAYS • 9PM

Salsa, bachata, merengue  
& cha-cha...enjoy hot music,  
dance instruction & drink specials!

THURSDAY, OCTOBER 16

Dance the night away with  
a special live band performance  
hosted by Telemundo!

## EXPERIENCE parxgrill

the perfect destination for  
your next holiday soiree!

Accommodations available  
for up to 65 guests.

Visit [parxcasino.com/parxgrill](http://parxcasino.com/parxgrill)  
for details.

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ADVANCED  
MAGGING Begins 5/2



parx  
casino

EXIT HERE

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ADVANCED  
WAGERING Begins 6/6



**PORRX**  
casino

**BET THE BELMONT • JUNE 7**

Watch Triple Crown History!

**EXIT HERE**

Get lucky in no time.™



**poorX**

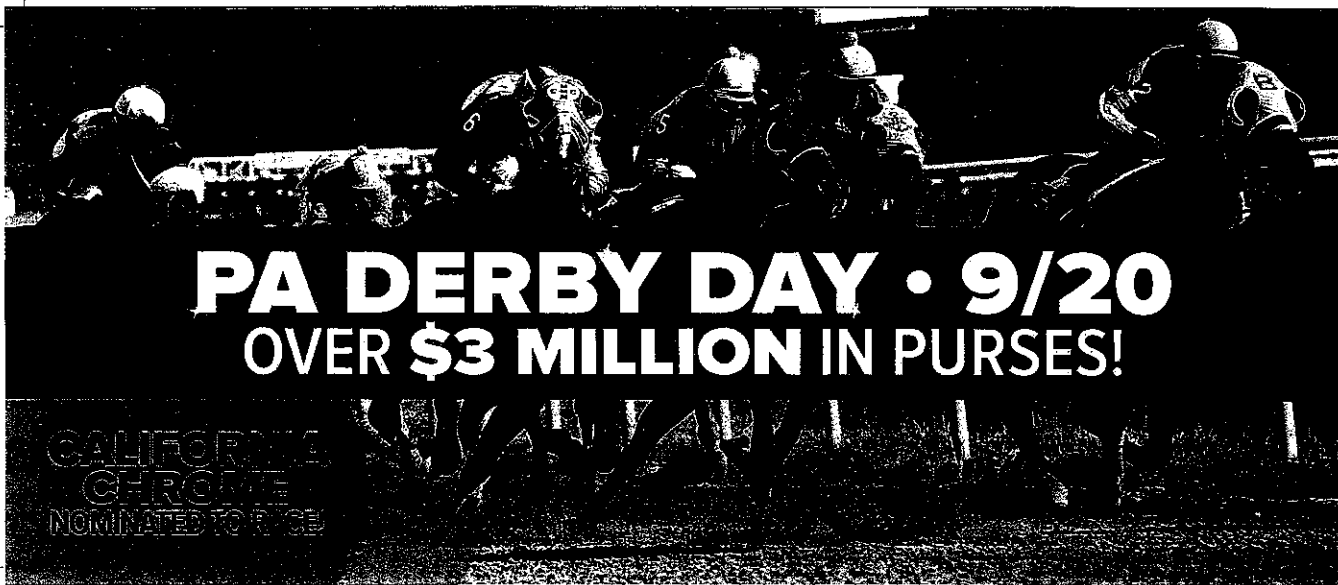
CASINO • RACING

**SMARTY JONES RACE DAY • 9/7**

**Over \$1 MILLION in purses!**

**EXIT HERE**

Get lucky in no time.™



**PA DERBY DAY • 9/20**  
**OVER \$3 MILLION IN PURSES!**

CALIFORNIA  
CHROME  
NOMINATED TO RACE

**parx**  
casino®

Get lucky in no time.™

STREET ROAD EXIT OFF US 1

[PARXCASINO.COM](http://PARXCASINO.COM)

GAMBLING PROHIBITED CALL 1-800-GAMBLER



# PARX OCTOBERFEST 5K SATURDAY, OCTOBER 11

Proceeds benefit  
FOUNDATION FOR  
Breast & Prostate Health



# PARX

CASINO • RACING

REGISTER NOW AT  
[PARXCASINO.COM](http://PARXCASINO.COM)

# EXIT HERE

RESERVED FOR PARX CASINO CALL 1-800-848-1111

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casino®

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parxracing

# KENTUCKY DERBY

SATURDAY, MAY 3 • GATES OPEN AT 10AM

Watch the "Greatest Two Minutes in Sports" trackside at Parx Racing! Enjoy food & drink specials plus free admission and family fun in the Picnic Grove!

COMING  
UP AT

THREE  
SIXTY

FRIDAY, MAY 2

9PM Split Decision  
10PM DJ Sev One

SATURDAY, MAY 3

9PM Fish Out of Water  
10PM DJ Eric Vanderslice

SUNDAY, MAY 4

3PM Showcase Sunday

Visit [parxcasino.com/calendar](http://parxcasino.com/calendar) for full schedule.

THE MUSIC  
& MAGIC OF  
TONY BENNETT



SUNDAY, MAY 11  
4PM — 7:30PM

Celebrate Mother's Day  
with dinner & a show at 360!

Visit [parxcasino.com/MothersDay360](http://parxcasino.com/MothersDay360) for tickets.

STARRING  
EDDIE BRUCE!



SUNDAY, MAY 4  
NOON — 8PM

Two A-MAY-ZING  
free slot play  
winners  
every 15 minutes!



SPRATED  
DOWN  
TUESDAYS!

EVERY TUESDAY IN MAY  
2PM — 10PM

Earn 40 entries; win up to \$5,000  
free slot play

\$250,000

GIVEAWAY

EVERY THURSDAY IN MAY  
11AM — 8PM

10 free slot play winners selected  
every hour!

PARXCASINO.COM •  

MANAGEMENT RESERVES THE RIGHT TO CHANGE OR CANCEL THESE PROMOTIONS AT ANY TIME. MUST BE PRESENT TO WIN.  
VISIT XCLUB FOR ADDITIONAL DETAILS, RULES & REGULATIONS. GAMBLING PROBLEM? CALL 1-800-GAMBLER.

parx  
casino®

Get lucky in no time.™

COMING  
UP AT

THREE  
SIXTY

FRIDAY, MAY 16

9PM Blue Label  
10PM DJ Sev One

SATURDAY, MAY 17

3PM Sensational Soul Cruisers  
9PM Modern Bliss  
10PM DJ Eric Vanderslice

SUNDAY, MAY 18

3PM Showcase Sunday

THURSDAY, MAY 22

9PM Latin Night

FRIDAY, MAY 23

9PM Don't Call Me Francis  
10PM DJ Sev One

SATURDAY, MAY 24

9PM The BSTREETBAND  
10PM DJ Eric Vanderslice

Visit [parxcasino.com/calendar](http://parxcasino.com/calendar) for full schedule.

ADVANCED  
WAGERING  
available 5/16!

139  
PREAKNESS

## PREAKNESS STAKES AT PARX RACING

SATURDAY, MAY 17

GATES OPEN AT 10AM • 1ST POST AT 12:25PM

And they're off...join us for a day of racing & excitement! Enjoy food & drink specials plus free admission and family fun in the Picnic Grove!

## ARMED FORCES GRAB FOR CASH

SATURDAY, MAY 17

2PM – MIDNIGHT

One winner every 30 minutes  
takes a turn in the  
Parx Money Machine!

Plus, each winner will receive  
a donation in their name to  
the Armed Forces  
charity of their choice!

\$100,000

CASH & CONVERTIBLE  
SWEEPSTAKES



SUNDAY, MAY 25

2PM – 8PM

Earn entries 5/23 – 5/25  
for your chance to win.

Grand Prize: 2014 BMW 428i Convertible!

PARXCASINO.COM •  

MANAGEMENT RESERVES THE RIGHT TO CHANGE OR CANCEL THESE PROMOTIONS AT ANY TIME. MUST BE PRESENT TO WIN.  
VISIT XCLUB FOR ADDITIONAL DETAILS, RULES & REGULATIONS. GAMBLING PROBLEM? CALL 1.800.GAMBLER

parx  
casino®

Get lucky in no time.™

ADVANCED  
WAGERING  
AVAILABLE 6/6



# BET THE BELMONT

SATURDAY, JUNE 7  
GATES OPEN AT 10AM • 1ST POST AT 12:25PM

And they're off...

watch Triple Crown History at Parx Racing!  
Plus free admission and family fun  
in the Picnic Grove all day!

FRIDAY, JUNE 6

9PM Split Decision  
10PM DJ Sev One

SATURDAY, JUNE 7

5PM Harry Walther Band  
9PM The Exceptions  
10PM DJ Eric Vanderslice

SUNDAY, JUNE 8

3PM Showcase Sundays

WEDNESDAY, JUNE 11

5PM Golden Oldies Happy Hour  
8PM Conklin's Comedy Night

THURSDAY, JUNE 12

9PM Latin Night

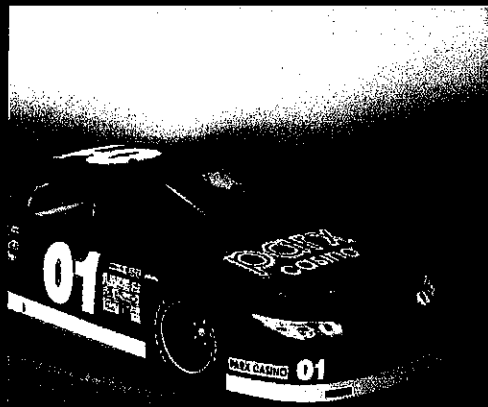
FRIDAY, JUNE 13

9PM Slamm  
10PM DJ Sev One

SATURDAY, JUNE 14

5PM Seven Band  
9PM Jamison Celtic Rock  
10PM DJ Eric Vanderslice

Visit [parxcasino.com/calendar](http://parxcasino.com/calendar) for full schedule.



## NASCAR SLOT MACHINE GOES FLOORWIDE

SUNDAY, JUNE 8  
NOON – 8PM

One free slot play winner  
every 15 minutes, up to \$3,000!

## DROP & WIN TUESDAYS

EVERY TUESDAY IN JUNE  
2PM – 10PM

Earn entries to play.  
Win up to \$3,000  
free slot play!

## JACKPOT BONUS BUCKS

EVERY THURSDAY IN JUNE

Hit a jackpot  
on any slot machine  
& win additional  
free slot play instantly!\*

PARXCASINO.COM •  

MANAGEMENT RESERVES THE RIGHT TO CHANGE OR CANCEL THESE PROMOTIONS AT ANY TIME. MUST BE PRESENT TO WIN. VISIT XCLUB FOR ADDITIONAL DETAILS, RULES & REGULATIONS. \*BASED ON GAME DENOMINATION AND JACKPOT AMOUNT. GAMBLING PROBLEM? CALL 1.800.GAMBLER

**parx**  
casino®

Get lucky in no time.™



## JULY 4<sup>TH</sup> FESTIVITIES AT PARX RACING®

Live racing & free family fun!

Shot of Southern performs live  
in the Picnic Grove, 1pm – 4pm!

COPIES  
UPA  
THREE  
SIXTY

### THURSDAY, JULY 3

9PM Bangarang

### FRIDAY, JULY 4

9PM Drop Dead Sexy  
10PM DJ Sev One

### SATURDAY, JULY 5

5PM Diablo Sandwich  
9PM The Exceptions  
10PM DJ Eric Vanderslice

### THURSDAY, JULY 10

9PM Latin Night

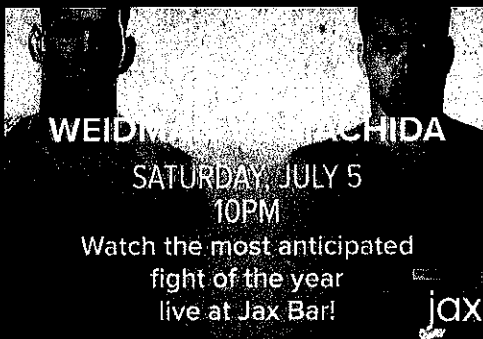
### FRIDAY, JULY 11

9PM Don't Call Me Francis  
10PM DJ Sev One

### SATURDAY, JULY 12

5PM Tuesday's Gone  
9PM Weird Science  
10PM DJ Eric Vanderslice

Visit [parxcasino.com/calendar](http://parxcasino.com/calendar) for full schedule.



## TOTALLY OUTRAGEOUS 80'S PARTY

SATURDAY, JULY 12  
9PM – 12AM

Drink specials, prizes & the  
ultimate 80s band, Weird Science!



## NEW. FRESH. DELICIOUS.

Seasonal specialties  
now available.

View the new menu at [parxcasino.com/parxgrill](http://parxcasino.com/parxgrill).

PARXCASINO.COM •  

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## \$100,000 WINNER'S WEEKEND PARTY

FRIDAY, AUGUST 29  
6PM – MIDNIGHT

Hit a jackpot  
Sunday through Thursday  
and receive one free entry!

## 5X-5X-5X GIVEAWAY

SATURDAY, AUGUST 30  
6PM – MIDNIGHT

5 lucky free  
slot play winners  
every 30 minutes!

COIN UP TO  
THREE  
SIXTY

### FRIDAY, AUGUST 29

9PM Goodman Fiske  
10PM DJ Sev One

### SATURDAY, AUGUST 30

5PM Steve Cofield and Sweet  
9PM 39 Mariner  
10PM DJ Eric Vanderslice

### SUNDAY, AUGUST 31

9PM The Amberlamps  
10PM DJ Sev One

### WEDNESDAY, SEPTEMBER 3

5PM Golden Oldies Happy Hour  
8PM Conklin's Comedy Night

### THURSDAY, SEPTEMBER 4

9PM Latin Night

### FRIDAY, SEPTEMBER 5

9PM Bigg Romeo  
10PM DJ Sev One

### SATURDAY, SEPTEMBER 6

5PM Jumpstreet  
9PM The Benjamins  
10PM DJ Eric Vanderslice

### SUNDAY, SEPTEMBER 7

3PM Showcase Sundays

Visit [parxcasino.com/calendar](http://parxcasino.com/calendar) for full schedule.

\$50,000  
LABOR DAY  
WEEKEND  
GIVEAWAY

SUNDAY, AUGUST 31  
9PM

Earn entries all weekend long, 8/29 – 8/31!  
**GRAND PRIZE \$25,000 CASH!**

## SMARTY JONES DAY

LABOR DAY • SEPTEMBER 1 GATES OPEN 10AM

## A THRILLING DAY AT PARX RACING®!

Featuring 3 graded stakes; over \$1 MILLION in purses!

PARXCASINO.COM •  

MANAGEMENT RESERVES THE RIGHT TO CHANGE OR CANCEL THESE PROMOTIONS AT ANY TIME. MUST BE PRESENT TO WIN.  
VISIT XCLUB FOR ADDITIONAL DETAILS, RULES & REGULATIONS. GAMBLING PROBLEM? CALL 1.800.GAMBLER

**Joe Wilson**

---

**From:** Parx Casino <my.parx@info.parxcasino.com>  
**Sent:** Wednesday, April 29, 2015 7:00 PM  
**To:** Joe Wilson  
**Subject:** And They're Off...

IE3ICXXXXXX / Guest Trouble reading this email?

parx

MY.XCLUB SIGN IN



parxcasino

## **KENTUCKY DERBY • THIS SATURDAY, MAY 2 PREAKNESS STAKES • SATURDAY, MAY 16**

Guest, mark your calendar and join us at Parx Racing® – the most thrilling place for the Derby & Preakness! Place your bets and catch all of the excitement of the big races steps away from Parx Casino®.

Enjoy free family fun in the Picnic Grove, souvenir merchandise and watch the races LIVE on our giant TV screens! On both days, gates open at 10am, with the 1st Parx post at 12:55pm. Wagering stations will be available at Parx Racing® and near Jax Bar at Parx Casino® for your convenience.

[\*\*LEARN MORE\*\*](#)

## **KENTUCKY DERBY HAT CONTEST**

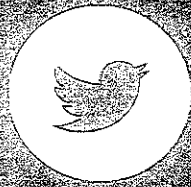
**This Saturday, May 2**

Be the belle of Parx Racing® and wear your best Derby hat for a chance to win your share of over \$2,800 in wagering vouchers & free slot play! Prizes will be awarded to the top three hats in: Best Horse Racing Themed Hat and Best Classic Hat.



**"LIKE" PARX RACING ON FACEBOOK!**

**LIKE US**



**FOLLOW @PARXRACING ON TWITTER!**

**FOLLOW US**

GAMBLING PROBLEM? CALL 1-800-GAMBLER



**Joe Wilson**

---

**From:** Parx Casino <my.parx@info.parxcasino.com>  
**Sent:** Friday, May 08, 2015 1:15 PM  
**To:** Joe Wilson  
**Subject:** We've got the Perfect Place for you to Celebrate Mother's Day!

IE3ICXXXXXX / Guest Trouble reading this email?

parx

[MY.XCLUB SIGN IN](#)

MOTHER'S DAY  
AT  
DOWNTOWN

## **MOTHER'S DAY AT PARX RACING®!**

Guest, are you looking to treat mom to a special Mother's Day? Look no further than Parx Racing®! We've got a decadent Mother's Day lunch for only \$29.95, plus you can enjoy free family fun in the Picnic Grove while watching the action on our giant TV screens!

Need another reason to join us? We've got Instant Tote Winners, with over 50 winners of cash and prizes!

**LEARN MORE**



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FOLLOW US

GAMBLING PROBLEM? CALL 1-800-GAMBLER





**Joe Wilson**

---

**From:** Parx Casino <my.parx@info.parxcasino.com>  
**Sent:** Tuesday, June 02, 2015 7:00 PM  
**To:** Joe Wilson  
**Subject:** Get Ready to Place your Bets!

IE3ICXXXXXXX / Guest Trouble reading this email?

parx

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parxcasino

## PARX RACING®

Guest, mark your calendar and join us at Parx Racing® – the most thrilling place for Belmont Stakes & Father's Day!



## BELMONT STAKES

# **WATCH AMERICAN PHAROAH ATTEMPT TRIPLE CROWN HISTORY!**

**This Saturday, June 6**

Enjoy food & drink specials, free family fun in the Picnic Grove and watch the big race LIVE on our giant in-field screen! PLUS, get all the winning picks from master handicapper, "Hudg", anytime from 1pm – 6pm!

**LEARN MORE**

**Joe Wilson**

---

**From:** Parx Casino <my.parx@info.parxcasino.com>  
**Sent:** Friday, June 05, 2015 3:37 PM  
**To:** Joe Wilson  
**Subject:** (Test : Segment # 1 : Balance : HTML) Score a Brand New Smart TV!

IE31C77714 / Larry Trouble reading this email?

parx

[MY.XCLUB SIGN IN](#)



# PARX RACING® HANDICAPPING CONTEST

Saturday, June 27

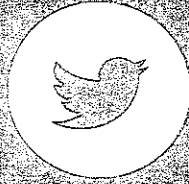
Larry, pre-register now for your chance to win one of five top prizes including a brand new Samsung 46" Smart TV!

[LEARN MORE](#)



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[LIKE US](#)



**FOLLOW @PARXRACING ON TWITTER!**

**FOLLOW US**

GAMBLING PROBLEM? CALL 1-800-GAMBLER



**Joe Wilson**

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**From:** Parx Casino <my.parx@info.parxcasino.com>  
**Sent:** Thursday, June 18, 2015 1:26 PM  
**To:** Joe Wilson  
**Subject:** (Test : Segment # 1 : Balance : HTML) We've got the Perfect Place for you to Celebrate Father's Day!

IE3IC1251070 / Josephine Trouble reading this email?

parx

[MY.XCLUB SIGN IN](#)

**FATHER'S DAY**  
**AT**  
**parx**  
**racing®**

## **A SWINGING FATHER'S DAY AT THE TRACK!**

**This Sunday, June 21**

Josephine, are you looking to treat Dad to a special Father's Day? Look no further than Parx Racing®! Join us for a special lunch event hosted by Sid Mark of "Sunday with Sinatra" and City Rhythm Orchestra, only \$39.95 per adult and \$12.95 for children under 12. As a bonus, all Dads receive a free live program.

**GET TICKETS**



**"LIKE" PARX RACING ON FACEBOOK!**



LIKE US



FOLLOW @PARXRACING ON TWITTER!

FOLLOW US

## **Kentucky Derby 2015 Marketing**

### **Direct Mail Marketing**

- Kentucky Derby – Included in May's Slots & Table Games Mailer (*est. 139k total mailers*)

### **Email Marketing/Online**

- Email sub to inactive & active card holders on 4/20
- Dedicated email to all card holders, all web leads and racing patrons on 4/25
- Web Banners - <http://fastphillysports.com/> - ROS 4/24-5/2
- Parx Casino Social Media Channels

### **Broadcast Promotion/On-Site Events**

- 5/1 - WIP Sportsradio Jody Mack will appear at lunchtime to share advanced wagering picks
- 5/2 - 94.5 WPST's Shinn, WPST Afternoon Personality and WPST Promo Team will appear 12pm to 2pm
- 5/2 - 102.9 WMGK's Andre Gardner and WMGK Street Team will appear from 2pm to 4pm
- 5/2 - WIP Sportsradio
  - Live Broadcast 10am – 1pm
  - Paul Jolovitz will appear from 3p to 4p to host handicapping seminar
  - Joe Conklin, "The Man of A Thousand Voices" will appear at 5pm

### **Print Advertising**

Newsprint – rotation in weekly promo ads - April Week 4 & May Week 1

- Northeast Times 4/22
- City Paper 4/23
- Times Herald 4/23 & 4/30
- Burlington Spot 4/24
- Philadelphia Metro 4/24
- Tonight (Russian) 4/24
- Philadelphia Gay News 4/24 & 5/1
- Epoch Times (Asian) 4/24 & 5/1
- Rysskaya Reklama (Russian) 4/28
- Princeton Publications 4/30
- Bucks County Courier Times 5/1
- Philadelphia Daily News 5/1

### **OOH Advertising**

- Billboard Unit 166A (I-95 Street Road Exit Philadelphia): 4/14-5/4
- Billboard Unit 278A (Rt. 1 Olden Ave Exit NJ Side): 4/14-5/4

### **On-Site Marketing**

Promo video - website, casino floor & outdoor jumbos 4/22-5/2



# HANDICAPPING parx CONTEST

at the Track & All Turf Clubs  
Saturday, March 28, 2015

## Grand Prize - Samsung 46" Smart LED TV

Suggested retail price is \$999

### Format:

- Must bet a minimum of 7 different Parx races, no maximum
- Wager types: Win, Place or Show
- Wagers may be placed on any race at Parx on this day
- Earnings can be re-bet, but contestants must abide by the Win, Place or Show format.
- Multiple runners bet in one race is allowed.

### Eligible Tracks:

- Parx

### Entry/Bankroll:

- \$100 includes a \$40 non-refundable entry fee and a \$60 real money bank roll deposited to a Phonebet Account for use on this one day. Only activity into this account will be considered. A card will be issued for use in the self service terminals.

### Registration:

- Begins now and ends March 28th at 12:15 pm
- Each contestant will be allowed a maximum of two entries.

### Prizes:

- The purse will be determined by the number of entries. 100% of the entry fee will be returned as cash prizes. Prizes will be adjusted accordingly based on the actual number of participants as follows:

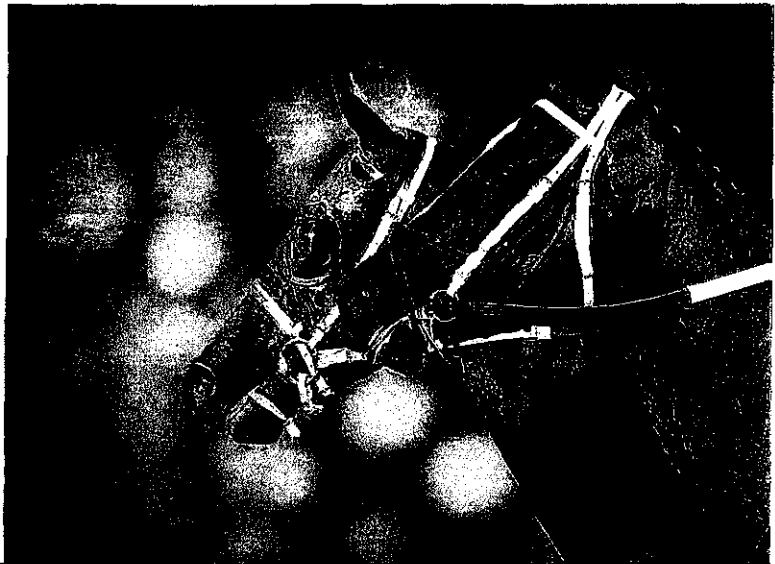
- 1st (50% of entry fees), Samsung 46" Smart TV and Dinner for Two (\$100 maximum check)
- 2nd (20%) and 15 free combo program coupons
- 3rd (15%) and 7 free combo program coupons
- 4th (10%) and 10 free Parx program coupons
- 5th (5%) and 5 free Parx program coupons

*All entrants will receive a complimentary Parx program for the Day of the Contest  
To pre-register contact Beth Coale at 215-639-9000 ext:4215 or [bcoale@parxracing.com](mailto:bcoale@parxracing.com)*

Must be 18 years of age or older by March 28, 2015. Employees of Parx Casino or Parx Racing are ineligible. All wagers will be made on self-service terminals and "Tiny Tims" using a betting card and PIN. Players must place all wagers personally. Players on the Leaderboard (top 25) CANNOT withdraw their balance until instructed by the Contest Director. Doing so results in automatic disqualification. Adding additional cash to bankroll results in automatic disqualification. No cancellation on any wagers for any reason. Entrants will keep all monies remaining in betting account at the end of contest. Parx Racing and Sportech, Inc are not responsible for "stut-outs" or incomplete transactions. No exceptions under any circumstances. Parx Racing is not responsible for lost or mutilated account cards. The decision of Parx Racing in all matters or disputes relating to this handicapping challenge is final. Parx Racing reserves the right to make changes to the contest rules and or format as necessary.

### DISQUALIFICATION WILL RESULT IF:

Any Cancellations are made to an account. Any Deposits or Withdrawals are made to an account. Any bets other than Win, Place or Show are made to an account.



## Friday May 1st, Kentucky Oaks Day

Special Live Race card, 12:55 post time

Advance wagering on Kentucky Derby

Bet the Kentucky Oaks / Kentucky Derby Double & Kentucky Oaks / Woodford Reserve Turf Classic / Kentucky Derby Pick 3

Grand opening of our picnic grove



## Saturday May 2nd, 141st Kentucky Derby Day

Gates open 10:00 am | Post Time 12:55

4 live Stakes at Parx:

*The Parx Derby, The Parx Oaks, Lyman Handicap, Foxy J G*

Free Family Fun in the Picnic Grove, Souvenir Merchandise,

Ladies Hat Contest with \$2800 in prizes

### Kentucky Derby Hat Contest

Show us your Derby Style in 2 Categories  
*Horse Racing Theme & Classic Derby Theme*

Register from 1PM - 4 PM - first floor souvenir stand  
*Must be present at the winners' circle after the last race to win*

- 1st - \$200 wagering voucher and \$450 free slot play
- 2nd - \$100 wagering voucher and \$275 free slot play
- 3rd - \$ 50 wagering voucher and \$100 free slot play
- 5 Honorable Mentions: \$25 wagering voucher and \$25 free slot play

*Parx Casino & Racing employees are not eligible for entry.  
Must be 18 & over to win wagering vouchers. Must be 21 & over to win free slot play*

**Handicapping  
with  
"HUDGE"  
in the  
Picnic Grove**



## Coming up later in May at Parx

**Sunday, May 10, Mother's Day - Saturday, May 16, Preakness Stakes,  
Saturday, May 23, \$75,000 My Juliet Stakes - Monday, May 25, Memorial Day**

parx  
racing®

Mother's  
Day  
*at the track only*



## May 10 at Parx Racing

*Gates open at 11am, Post Time: 12:55 pm*

\$29.95 Mothers Day Special Menu in the dining room  
and a rose arrangement for Mom

Celebrate with instant tote winners throughout the day for prizes

BBQ and FREE family fun in the picnic grove

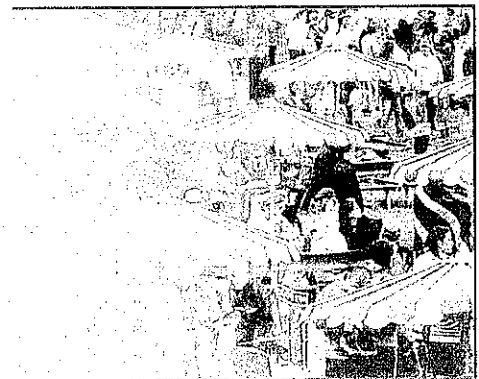
Live music by MO7's

coming up later in may

Saturday, May 16 - Preakness Stakes  
Free Family Fun, BBQ, Souvenirs, Handicapping with "Hudg"

Saturday, May 23  
**\$75,000 My Juliet Stakes**

Monday, May 25 - Memorial Day  
Free Family Fun, Live Music



# FATHER'S DAY

SUNDAY, JUNE 21, 2015

GATES OPEN AT 11AM • FIRST LIVE POST 12:55PM

A Swinging Father's Day at the Track! Join us for a special lunch event hosted by Sid Mark of "Sunday with Sinatra" and City Rhythm Orchestra. As a bonus, all Dads receive a free live program.

The Music of  
**Frank Sinatra**

Featuring  
**Sid Mark**



&

**CITY  
RHYTHM**

GREAT MUSIC GREAT FUN

**Join us for a special lunch event!**

**Only \$39.95 per adult and  
\$12.95 for children 12 & under.**

**Lunch: 1 PM—2 PM**

**Performance: 2 PM—4 PM**

**Visit Xclub or Parx Racing for  
tickets and more details.**

**parx**  
racing®