

## For Immediate Release

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## EMPIRE CITY CASINO AT YONKERS RACEWAY WINS TOP AWARD IN LAS VEGAS FOR POPULAR “BIG BALL” COMMERCIAL

**New York, October 6**—And the winner is... **Empire City Casino at Yonkers Raceway** has been named recipient of the **2011 AGA Gaming Voice Award** in the category of **Best Broadcast Advertisement/Television** for its “Big Ball” commercial produced by agency **DDB NY**. The award was announced at the AGA Communications Awards Luncheon on October 5 at Sands Expo and Convention Center in Las Vegas. An expert panel of judges selected Empire City Casino out of 218 entries, against such finalists as Ameristar Casinos, Inc., Fallsview Casino Resort and Mohegan Sun.

The advertisement is incredibly popular with New Yorkers and depicts a giant roulette ball bouncing north through New York City streets, rounding Columbus Circle as a pseudo roulette wheel, heading up to the Yonkers train stop, and arriving at Empire City Casino to land in the roulette wheel as its final destination. Check out the commercial for yourself by going to [www.yonkersraceway.com/commercials](http://www.yonkersraceway.com/commercials).

“We are very honored to have received such a prestigious award. Our customers enjoy how we use our commercials to let them know what’s new and exciting at the casino, and there’s always something happening. Just today our Baccarat games went live,” said Bob Galterio, Vice President and General Manager of Empire City Casino at Yonkers Raceway.

The AGA Communications Awards program recognizes outstanding advertising, public relations, marketing and financial and corporate communications in the gaming-entertainment industry. Effective communications with customers, shareholders, members of the media and the general public are crucial for gaming companies to be successful. The only such awards program of its kind, the AGA Communications Awards program celebrates the excellence found in the gaming industry’s diverse communications efforts.

## **About Empire City Casino at Yonkers Raceway**

Empire City Casino at Yonkers Raceway features: 5,300 slot machines, video roulette and electronic craps tables, Italian dining in Nonno's Trattoria, and trackside in the Empire Terrace Restaurant, which overlooks the track for live harness racing, as well as a quick bite at the International Food Court and its wide-ranging menu. The multi-faceted Good Time Room is available for parties, benefits, weddings, and major events for up to 500. Empire City Casino at Yonkers Raceway is located at 810 Yonkers Avenue (at Central Avenue) in Yonkers, New York, Westchester County, (I-87 to Exit 2). Empire City Casino is open seven days a week from 10:00 AM to 2:00 AM Sunday through Wednesday, and until 4:00 AM on Thursday through Saturday. For more information call 914.968.4200 or log onto [www.empirecitygaming.com](http://www.empirecitygaming.com).

## **About DDB**

DDB Worldwide Communications Group Inc ([www.ddb.com](http://www.ddb.com)) ranks among the top five consolidated advertising and marketing services global networks, according to *Advertising Age*. Consistently one of the most awarded networks globally for creative excellence, DDB was *Campaign's* 2009 Global Network of the Year, the 2010 Spikes Asia Network of the Year, 2010 Eurobest Network of the Year, 2010 *Campaign Asia Pacific* Creative Network of the Year, and captured both the Cyber Grand Prix and Film Craft Grand Prix at the 2010 International Advertising Festival in Cannes. With more than 200 offices in over 90 countries, DDB Group believes in the power of Social Creativity to grow the value and influence of brands around the world by creating ideas that people want to play with, participate in, and pass along. DDB Worldwide is part of Omnicom Group Inc. (OMC).

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