



**GATEWAY**  
CASINOS & ENTERTAINMENT

**PROPERTY:**

**PRODUCT/PROMOTION: LUCKY ENVELOPES / GAME BOARD**

Canada's Gateway Casinos & Entertainment, Inc, ran a **Lucky Envelopes Contest** at nine of their casinos to increase traffic and gaming revenue during the summer season.



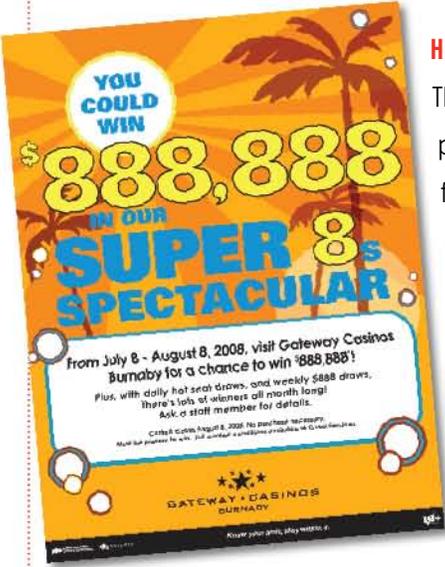
# Canadian Wins \$888,888

**Vancouver, British Columbia** - On August 8, 2008, at 8 p.m. Mr. K.S. Yuen won \$888,888, paid for by Odds On Promotions, during Gateway Casinos' Super 8s Spectacular Promotion.

**How it Worked**

The 30-day traffic and play driving casino promotion gave players at nine Gateway Casino facilities a weekly chance to win up to \$8,888, culminating in a final grand prize event on August 8, 2008 where randomly selected contestants at three Gateway Casinos were given a shot at winning up to \$888,888.

In order to win the giant prize, contestants needed to select three Lucky Envelopes from the Super 8s Spectacular game board. If the contents of the three envelopes totaled \$1,000, the contestant would win the grand prize. Otherwise, they would receive a consolation prize ranging from \$8,888 to \$28,888.



**OVERVIEW**

**Objective:**  
Generate Traffic  
Increase Gaming Revenue  
Achieve Market Cut-Through

**Results:**  
Record days at multiple properties!  
An \$888,888 Grand Prize Winner!

**Property Size:**  
Burnaby Villa  
32 gaming tables  
679 slot machines

**Fast Fact:**  
Gateway Casinos' winner was featured in numerous publications ... including two widely read Asian-language newspapers.



“It was a record day at all properties. I was at Starlight Casino – and of the 850 machines, 846 were in use. The tables were at capacity. The poker room and lounge were full. Odds On’s insured prize promotion helped us to achieve the cut through we needed.”

Lui Garcea, Manager of Marketing and Promotions

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## “CANADIAN WINS” (cont.)

### Giant Prize Gets Results

Mr. Yuen, who qualified for the promotion at Burnaby Villa Casino, chose a winning combination of envelopes taking home the \$888,888.

In addition to the promotion being a rewarding experience for Mr. Yuen, each of the nine Gateway Casinos benefited from the Super 8s Spectacular promotion. According to Lui Garcea, Manager of Marketing and Promotions with Gateway Casinos & Entertainment, Inc, “ Last July we looked at the calendar and realized that we had a big marketing opportunity as the majority of our players are of Asian-descent. But we knew we needed to stand out.”

Obviously the choice was a success. According to Garcea, “ It was a record day at all properties. I was at Starlight Casino – and of the 850 machines, 846 were in use. The tables were at capacity. The poker room and lounge were full. Odds On’s insured prize promotion helped us to achieve the cut through we needed.”

### Successful To the End

As for working with Odds On, “Michele Malchow, our gaming rep, was outstanding. She walked us through the entire promotion and conducted conference calls with us to ensure all of our properties knew exactly how the promotions would run.”

As for other casinos who might be looking at running a similar promotion, Garcea suggests investing in a quality emcee and notes that, “ In the event you don’t have an insured prize winner, take a few moments to show your audience that a winner was possible.”



**Wish you could win more customers and play  
during the holidays or at special events?**

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