

TRUMP PLAZA

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Trump Plaza's Beach Bar To Open Memorial Day Weekend Kicking off the "Unofficial Start of Summer with Atlantic City's "Sexiest Beach Bar"

Atlantic City, N.J., May 14, 2009: Memorial Day Weekend is the unofficial kick off of Summer at the Jersey Shore, and there's no better place to celebrate by heading over to the center of it all, **The Beach Bar at Trump Plaza. Voted #13 of the 21 Sexiest Beach Bars** in the world by the *Travel Channel*, the Beach Bar will heat up your summer with sun, sand, sizzling entertainment and great food and drink specials. Whether you visit the Beach Bar during the day or at night, there will be plenty of fun for everyone beginning Friday, May 22 at 4 pm and continuing all through Memorial Day weekend with live entertainment including:

Friday, May 22

4 pm – 9 pm DJ ESQ
8 pm - midnight – M-80
9 pm – 2 am DJ Vito G

Saturday, May 23

2 pm - 6 pm –The Union
4 pm – 9 pm – DJ Maria C
8 pm - 12 am – Don't Call Me Francis
9 pm – 2 am - DJ J-Red

Sunday, May 24

2 pm – 6 pm Candi Flyp
4 pm – 2 am DJ J-Red
8 pm -12 am – Big City

Monday, May 25 - MEMORIAL DAY

2 pm – 6 pm – Juliano Brothers
4 pm – 10 pm DJ ESQ

And, for all you “hot dogs” Trump Plaza Beach Bar is the place to be for the **Regional Finals of Nathan’s Famous Hot Dog Eating Contest on Saturday, May 23 at 2 pm.** The event is open to the public and the Grand Prize is a \$1,000 trip voucher and a first place trophy

The winner of the qualifying round wins the right to compete in the Nathan’s Famous International Hot Dog Eating Contest which, according to archives, has occurred each July 4th in Coney Island, NY since 1916. Don’t miss this food frenzy as competitors such as last year’s two-time champion Joey Chestnut and six-time champion Takeru Kobayashi battle it out for a slot to take the coveted “Mustard Belt” in Coney Island.

The Beach Bar will be open on weekends until June 12, when it will be open 7 days and nights a week, and include rockin’ live entertainment for all tastes, weekly specials, giveaways, promotions and more!

Monday is Locals Night, with \$2.00 draft beers, no cover and *Malibu Rum* specials, and the Juliano Brothers, starting June 15. You can also enter to win a wave runner.

Tuesdays are perfect option for **SIN on The Beach** (Service Industry Night) with **DJ Freezie** and guest DJ’s beginning June 16. Bring your friends and enjoy \$1.00 Taco's, with *Jose Cuervo* Tequila and *Corona* specials. **Wednesday** is your chance to be a rock star with the **Battle of the Bands** hosted by DJ/emcee, **Michael James**, beginning June 17 and running ten weeks and offering Bacardi rum specials. **Thursdays** are back with **the A.C. Idol Karaoke Competition** featuring **Eleven Eleven**, beginning June 18 and and running for ten weeks. Check out our Kettle One Vodka specials.

Weekends heat up with high energy bands and dancing, *Bud and Bud Lime specials* on Saturdays all day till 6 pm, with a chance to win a Wave Runner beginning June 13. Final drawing will be held September 5. Sundays offer *Coors Lite Specials* all day until 6 pm, live entertainment and the perfect venue to grab lunch and soak up the sun, while hanging out with friends.

Don’t forget “**Thunder Over the Boardwalk,**” on **Wednesday, August 19**, featuring performances by the U.S. Air Force Thunderbirds and the U.S. Army Golden Knights, to list a few. **Atlantic City’s Annual Air Show** will once again soar across our skies and the Beach Bar will once again be a prime location for viewing . The show begins at 10:30 am and continues throughout the day. And remember the Beach Bar is the place where all the Parrot heads visit when Jimmy Buffet rocks AC once again on August 23.

The Beach Bar is built on a huge deck just off the beach and Boardwalk with tables, lounge chairs and private gazebos to help you relax by the ocean while sipping on your favorite tropical drinks, ice cold beer and more. The Beach Bar always features a great crowd and a casual atmosphere. Try one of our newest creations, our special "Lucky #13" Circo Vodka, 7up and a splash of Cranberry.

The Beach Bar's full menu offers everything from flame-grilled burgers, Monterey grilled chicken sandwiches, salads, chili as well as new offerings like Beef tacos, Oyster Po Boy sandwich, sausage and peppers and more.

If you're staying overnight at Trump Plaza, you can reserve your own private beach cabana, or rent beach chairs and umbrellas for your day in the sun on our white sand beaches. Guests can choose to rent the Gazebos and "The Party Pit" for private parties or special events.

You can make a weekend of it and book your **Beach Bar Overnight Package** – starting at **\$149*** between June 16 now and September 3, to enjoy deluxe room accommodations, admission for two to the Beach Bar, 2 complimentary beverages and a \$20.00 food credit, as well as all summer fun and sun you can handle. (**Based on availability.*)

Make your plans now. Whether you come for the afternoon, party into the night or even stay with us overnight, Trump Plaza and the Beach Bar will make the summer of 2009 the best one yet.

For room reservations, room packages or to obtain more information about Trump Plaza Hotel Casino's entertainment and promotions, log on to www.trumpplaza.com.

About Trump Plaza

Towering 39 stories over the center of the world-famous Atlantic City Boardwalk, Trump Plaza is one of three Trump resorts in Atlantic City. It is home to some of the world's top entertainers and sporting events and offers 904 exquisitely appointed rooms, all with ocean and bay views. Donald J. Trump's acknowledged signature of excellence is prominent throughout this Five Star Diamond Award Winning Hotel.

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