

WEST TRENTON, New Jersey, January 23, 2014 /PRNewswire/ --

Garden State Gaming and Entertainment Brand Sponsors Premier Event and NJ Chefs at Metro Area's Biggest VIP Culinary Destination Surrounding "The Big Game"

[us.888.com](http://us.888.com) , a leading global online gaming entertainment company, and operator of [us.888poker.com](http://us.888poker.com)

and

[us.888casino.com](http://us.888casino.com)

sites in

New Jersey

, is getting revved up for 'The BIG Game' with a sponsorship agreement with The 50 Yard Lounge - the premier VIP destination for food, drink, music and football taking place during the week leading up to kick-off in

New York City

Located directly next to Madison Square Garden and Penn Station at One Penn Plaza, this five-day food, music and football experience will sprawl over 15,000 square feet of heated roof decks, tented plazas and restaurants. The 50 Yard Lounge will be open from January 29 - February 2, 2014

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10:00am - 2:00am

, and will offer exclusive events for food and football fans alike. As part of its sponsorship, 888.com will be offering its online registered players a chance to win exclusive ALL-ACCESS passes to 50 Yard Lounge via its

### **888 SUPER Tailg**

**a**  
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promotion on 888poker.com and 888casino.com. Show your poker skills on the tables or just have some fun with the a variety of casino games and you could even win tickets by busting out 888's sponsored 50 Yard Lounge chefs in the

**B**  
**ounty**  
**Blitz**  
poker tournament featuring well-known

New Jersey  
chef,

#### **Michael Carrino**

of Pig & Prince Restaurant & Gastrolounge. To find out how to win your free tickets to the hottest party in town go to,

<http://us.888.com/promotions/the-50-yard-lounge/>

"We are pleased to announce our participation in The 50 Yard Lounge," said Brian Mattingley, CEO of 888 Holdings. "As 888.com is considered the premier gaming entertainment brand in New Jersey

, we want to participate in events that truly are the best-of-the-best. The 50 Yard Lounge is just that - a VIP food, drink and entertainment destination showcasing the great talents of chefs from both sides of the Hudson. We're also happy to be sponsoring some of the Garden State's finest chefs participating in the event who will certainly give their

Manhattan

neighbors a run for their money."

A-list stars and legends of football, food and music will headline the events with special programming that includes chef and player demos from headliners such as Iron Chef **Marc**

#### **Forgione**

the multiple Michelin-starred chef of Marea,

#### **Michael**

#### **White**

,  
James Beard

Award winner and Top Chef

Just Desserts'

Judge,

#### **Johnny Iuzzini**

, acclaimed chef of Butter and TV personality

#### **Alex Guarnaschelli**

Written by Australian Business

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and celebrated butcher

**Pat LaFrieda**

, as well as players including

**Joe Theismann**

,

**Doug Flutie**

, and Hall of Famer

**Cris Carter**

along with ESPN's

**Mike Golic**

and

**Mike Greenberg**

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"The week leading up to the big game will be historic for New Yorkers, as we show why this city is the center of the food, sports, and entertainment worlds," said Lonny Sweet, creator of the 50 Yard Lounge and founder of The Connect Group. "We're going to provide a memorable experience that showcases some of the best chefs, athletes, and musical talent in the country during a week when all eyes are on New York

."

Terms & Conditions:

1. All 888poker Terms & Conditions apply.
2. All 888poker 50 Yard Lounge Terms & Conditions apply.
3. Must be over 21 years old to gamble. Real money gaming is only available in the State of New Jersey

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Bet with your head, not over it. If you or someone you know has a gambling problem and you need help, call 1-800-GAMBLER.

**About 888.com**

## 888.com Helps Deal the Best in Food, Music and Football at The 50 Yard Lounge

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The most trusted name in gaming since 1997, [888.com](http://888.com) and its specialty brands, [888Poker.com](http://888Poker.com) and [888Casino.com](http://888Casino.com), offer 24/7, real money gaming on award-winning software designed for the recreational player. Providing a first-class online poker and casino experience, 888.com offers more bonus giveaways, [promotions](#) and events than at any other gaming company, 100% safe and secure cashiers and email, phone or live chat support. eGaming Review (eGR) magazine - the most widely read and respected publication in the gaming industry - recently named 888.com its Operator of the Year, Casino Operator of the Year and Poker Operator of the Year. For more information, or to play, visit [888.com](http://888.com).

### About The 50 Yard Lounge

The 50 Yard Lounge is the premier VIP destination for food, drink and football in New York City during the biggest Pro Football week of the year. The 50 Yard Lounge, located at One Penn Plaza, will be open from January 29 - February 2, 2014 and will offer exclusive events for food and football fans alike including the "Jets House," the team's main hospitality venue for the week. New York City's top chefs will join football legends and top musicians to celebrate food and the big game with demos and activities for VIPS, season ticket holders, fans and all New Yorkers. Tickets are available at <http://www.50YardLounge.com>.

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