

NASCAR at the Seminole Casinos

by Allan Anderson

In a joint effort, Chipco International, one of the leading gaming chip manufacturers in the US, Premiere Sports Alliances and Get-Etched, Inc, both motorsports industry marketing and licensing agencies, announced a unique gaming chip concept featuring NASCAR drivers. The launch of this nationwide program occurred at the Seminole Tribe of Florida's six Florida casinos, including Seminole Hard Rock Tampa.

This program will feature NASCAR drivers Dale Earnhardt, Jr., Jeff Gordon, Jimmie Johnson, Clint Bowyer, Kasey Kahne, Jeff Burton and Dale Earnhardt, Sr. on gaming chips distributed and featured at casinos throughout the US. The program will generate interest for consumers and collectors alike and will focus on casinos surrounding race markets throughout the season.

Seminole Hard Rock Tampa unveiled the first chips as the launch of a year-long promotion. Seminole Gaming will be promoting and featuring various quantities of \$5.00 chips throughout their casinos. Additionally, special poker table layouts have been created to further drive excitement and to promote the driver chips.

Seminole Hard Rock Tampa's Vicki Kuracka says, "Seminole Hard Rock Tampa was pleased to be the first casino to unveil this chip program featuring top NASCAR drivers. With motorsports interest in the State of Florida, this is a perfect partnership for us".

John Kendall, the President of CHIPCO International in Raymond, Maine stated that, "CHIPCO is proud to supply the Seminole Gaming Casinos with our premium ProTech Series gaming chips featuring images of some of the top NASCAR drivers. We believe these chips will be a hit in the gaming world".

Clint Bowyer, driver of the Richard Childress Racing #07 Jack Daniels Chevrolet said, "This is cool. I love to play poker and can't wait to see my chips in casinos around the country."

Richard Childress Racing's Director of Licensing Michael Brown states, "this is one of the best licensing concepts I've seen in some time. We believe this will be a hit with fans, collectors and sponsors, like Jack Daniels".

Quantities for the NASCAR series chips are as follows.

Hard Rock Tampa:

Jeff Burton - 2,500, Clint Bowyer - 2,500, Kasey Kahne - 2,500, Dale Earnhardt Sr. - 2,500, Jimmie Johnson - 3,000, Jimmie Johnson (Champion) - 3,000, Jeff Gordon - 3,000 and Dale Earnhardt Jr. - 3,500.

Hard Rock Hollywood

Jeff Burton - 2,500, Clint Bowyer - 2,500, Kasey Kahne - 2,500, Dale Earnhardt Sr. - 2,500, Jimmie Johnson - 3,000, Jimmie Johnson (Champion) - 3,000, Jeff Gordon - 3,000, Dale Earnhardt Jr. - 3,500.

Seminole Casino Hollywood

Jeff Burton - 2,500, Clint Bowyer - 2,500, Kasey Kahne - 2,500, Dale Earnhardt Sr. - 2,500, Jimmie Johnson - 3,000, Jimmie Johnson (Champion) - 3,000, Jeff Gordon - 3,000, Dale Earnhardt Jr. - 3,500

Seminole Casino Coconut Creek

Jeff Burton - 500, Clint Bowyer - 500, Kasey Kahne - 500, Dale Earnhardt Sr. - 500, Jimmie Johnson - 600, Jimmie Johnson (Champion) - 600, Jeff Gordon - 600, Dale Earnhardt Jr. - 700

Seminole Casino Immokalee

Jeff Burton - 600, Clint Bowyer - 600, Kasey Kahne - 600, Dale Earnhardt Sr. - 600, Jimmie Johnson - 700, Jimmie Johnson (Champion) - 700, Jeff Gordon - 700, Dale Earnhardt Jr. - 900

Seminole Casino Brighton

Jeff Burton - 500, Clint Bowyer - 500, Kasey Kahne - 500, Dale Earnhardt Sr. - 500, Jimmie Johnson - 600, Jimmie Johnson (Champion) - 600, Jeff Gordon - 600, Dale Earnhardt Jr. - 700

Artwork is identical for all properties.

I would like to thank Gina Araya, Public Relations & Advertising Coordinator, Seminole Hard Rock Hotel & Casino Tampa, Ralph Smith, Chipco International and Daren G. Lucas, Premiere Sport Alliances for their help.

