



PRESS RELEASE

For Immediate Release: August 4, 2010

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"Sing Your Way to \$100K" Contest



Atmore, AL (August 4, 2010) - Win \$100,000 CASH...AND a major recording audition! Do you think you can sing? Do you have what it takes to be a star? Can you survive the pressure? The judges? The money and the fame? Wind Creek Casino is hosting "Sing Your Way to \$100K" where one lucky contestant will win \$100,000 CASH! Starting February 6, 2010 the competition will broadcast on WKRK every Saturday night at 10:30 pm until the winner is awarded \$100,000 cash on May 21st.

Top talent will audition at Wind Creek, Riverside, and Tallapoosa Casinos in an attempt to "SING Their WAY" to the top. American Idol winners, Rueben Studdard and Taylor Hicks, will be celebrity judges, and the finals will be hosted by standup comedian/actor SINBAD!

TWO Ways to Enter!

Audition at One of Our Casinos

Riverside Casino in Wetumpka	Jan. 16/17	10AM-4PM
Wind Creek Casino & Hotel in Atmore	Jan. 23/24	10AM-4PM
Tallapoosa Casino in Montgomery	Jan. 30/31	10AM-4PM

Call 1.866.WIND360 to reserve your audition.

Play Your Way In

Need help getting to the Finals? Get your friends and family to help and Play Your Way In at Wind Creek, Riverside, and Tallapoosa Casinos! Contestants will have a chance to advance to the Final Round in a play-based component of qualifying. Beginning January 16 through March 5, contestants will have a Club account specifically linked to them as an individual contestant. Friends, family and fans can sign up at the Club to earn points that get credited to the contestant of their choosing. The top five contestants who have the most points earned and linked to them will advance to the Final Round.

If you've got what it takes and can carry a tune, sign up for the singing extravaganza going on at Wind Creek, Riverside, and Tallapoosa Casinos.

The TOP SIX Finalists WIN!

1 st Place	\$100,000 and a recording audition in Las Vegas or Nashville
2 nd Place	\$10,000
3 rd Place	\$5,000
4 th Place	\$2,500



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5th Place \$2,500

6th Place \$2,500

Finals will be held at Wind Creek Casino & Hotel in Atmore, AL.

You must be 21 years of age to enter "Sing Your Way to \$100K." Please visit www.WindCreekCasino.com for complete rules and regulations. Call 1.866.WIND 360 to reserve an audition for your chance to Win \$100,000...AND a major recording audition. Be the next Singing Sensation!

About Wind Creek Casino & Hotel

Wind Creek Casino & Hotel is a massive 240,000 square foot facility, with 57,000 square feet of gaming floor and over 1,600 electronic gaming machines. The 160,000 square foot, 17-story, 236-room luxury hotel offers the finest in resort amenities, with spacious rooms and 24-hour-a-day room service.

The Poarch Band of Creek Indians are descendants of a segment of the original Creek Nation, which once covered almost all of Alabama and Georgia. The Tribe owns gaming properties in Alabama including Wind Creek Casino & Hotel in Atmore, AL, Creek Casino Montgomery in Montgomery, AL and Creek Casino Wetumpka in Wetumpka, AL as well as multiple racetracks in Alabama and Florida.

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