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New Lucky 7 Challenge offers harness racing fans a chance at $100,000

Scarborough, Maine (May 27, 2011): Scarborough Downs and Bangor Raceway are launching its newest and most exciting promotion for harness racing fans this season: the ***Lucky 7 Challenge***, where one contestant will be chosen at random each week during the race meets to try to correctly pick the top 7 finishers of the challenge race, in exact order, giving them a chance at a whopping $100,000 grand prize.

"We wanted a promotion that got people involved in the live harness racing product," said Wendy Ireland, a member of the Maine Harness Racing Promotion Board, a sponsor of the contest along with each commercial track. "Our fans love the horses so this was perfect. They need something that engages them and focuses their attention on the action out on the track."

If the chosen contestant correctly picks 5 of the 7 finishers, in exact order, in the Challenge race, a prize of $1,000 will be awarded; for 6 of 7 finishers, the prize is $25,000, and correctly picking 7 of 7 finishers awards the grand prize of $100,000.

Northville Downs, a harness track in Michigan, was the originator of the contest, which was implemented this season through Odds on Promotions, a promotion company who works with the PGA Tour on these types of big payout giveaways. When the Maine Harness Racing Promotion Board members got wind of a contest that involved picking horses, they thought it was the perfect thing to get Maine fans excited about coming to the races.

"We are always looking for something new and fresh to get fans involved in racing," said Board member, Rick Cushing. "The contest worked very well at Northville and we are hopeful for the same success here in Maine."

The Lucky 7 Challenge will be offered at Bangor Raceway on Fridays from May 27th to July 22 (Challenge Race is Race 6); and at Scarborough Downs on Saturdays, from June 11 to September 3rd (Challenge Race is Race 9).

For more information about the contest, contact Susan Higgins at Scarborough Downs at 207-883-4331 or via email at shiggins@scarboroughdowns.com, or Corey Smith at Bangor Raceway at 877-779-7771 or via email at corey.smith@pngaming.com. A

copy of the contest rules can be found at each track's website: www.ScarboroughDowns.com or www.HollywoodSlots.com.

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