

Las Vegas SENTINEL Dec. 4 1980

New Card Game At El Cortez

Giant

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Registration is underway for the El Cortez Hotel-Casino's most popular promotion — the \$376,000 Social Security Card Game.

Persons 21 years of age and up may register at the El Cortez promotion booth near the sports book for the event which will be held Jan. 5 to Feb. 8, 1981.

"All they have to do," said El Cortez owner-president Jackie Gaughan, "is come down here and register their social security card number with us and they'll be eligible to win up to \$20,000 at each daily drawing."

There will be two daily drawings over the 35-day contest period — at 2:30 p.m. and 8:30 p.m., according to Gaughan.

Special Sunday drawings are scheduled for Jan. 18 & 25 and Feb. 1-8-15.

Rules for the El Cortez' ninth annual Social Security Card game are posted in the hotel-casino, but they're rather simple. All you really have to do is have your social security card numbers match the ones that are plucked out of the container in correct sequence.

Although no one claimed the first prize of 20 grand last year, Gaughan said that two El Cortez customers won \$7,500 each at separate drawings.

The price to enter the El Cortez contest couldn't be better... it's free!

formed in which people who donate \$1,000 or more will have their names on a permanent plaque in the future hall.

"We're being contacted constantly by boxers and trainers for information, with offers of donations and asking if they can help us," McGee said.

The same offers have come from the hall's board of directors — which, she pointed out, include a number of big name entertainers who are interested in boxing.

One of them, she noted, is David Brenner, whose father was a professional fighter.

"We're trying to produce a well-planned fund raising drive and do it right," McGee said. "Since we're non-profit, there are certain procedures we must follow and we are taking our time in order to make it a success."

She said that "probably several others" will be added to the initial list of entrants in the Hall's opening.

"It may be managers, probably an announcer and maybe a promoter," she said. "We currently are working on criteria."

Once the hall is opened, there will be several levels and different displays — including some "live" animated exhibits.

"We're talking to Disneyland right now about animated exhibits," McGee said. "This won't be the sort of place that once you've seen it, never changes. We'll change the features to keep up the interest. We want to en-

tain but we also want to educate."

Various displays will include a strong emphasis on history plus famous Olympic and amateur boxers, a study of medicine, an information center and a cultural center.

"One of our plans is to

eventually establish a pension fund," McGee said. "And we plan to get involved in continuing research into safety."

The hall has gained an "ally" in a Canadian group that is attempting to build a similar hall in Toronto.

Jim Caufield, the man

who has spearheaded the project and serves as president, said he is "very enthused" about the progress of the project.

"I feel better about it than I have in the entire 15 or 16 years I've been trying to get it off the ground," said Caufield who lives in

Las Vegas but works as the special promotions director for Los Angeles Magazine.

"The momentum is really building and now I think everyone wants to see it go. I've contacted a lot of old-timers and they are sure behind it."

Hacienda Holds Big Sweepstakes

The all-new Hacienda Hotel is holding one of the biggest sweepstakes in Las Vegas history, Nov. 30-Dec. 25, called the "Hacienda Hawaiian Holiday."

Each night during this time, Sunday through Thursday, the Hacienda will draw a winning ticket for a free, one-week vacation in Honolulu for two including roundtrip airfares and luxury condo

accommodations on Waikiki.

Publicity and Promotions Director Dan Murteza notes that "This is the first of many large-scale promotions and casino events for the Hacienda. Along with our expansion, we're entering a phase of increased, upscale promotional development to bring the property in line with its 850 rooms

and new convention complex."

Contestants may stop at the hotel front entrance for their free drawing tickets, fill them in, and be present that evening at 9:30 p.m. for the drawing in the casino area. Ticket distribution runs Sunday through Thursday from 7 a.m. - 9 p.m. on each day of the event just before the eve's

drawing. However, tickets for the next day's drawing will be available at approximately 10 p.m., directly following the nightly drawing.

In addition, other drawing tickets will be given to players who hit special slot playoffs, win at keno, attend the Ice Fantasy dinner show, cash in at the slot change booth, or dine in one of the restaurants.



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