

BODYBUILDING RETURNS TO CAESARS PALACE WITH LIGHTS! CAMERAS! ACTION!

LAS VEGAS — In 1981, Caesars Palace hosted its first bodybuilding contest when Gold's Gym of Venice, California brought the legendary "Mr. America" show to the famed resort. Subsequently aired by HBO Sports in an hour-long prime time special, the competition brought high ratings and recognition to a sport which is still in its infancy in terms of national exposure.

The American championships, which included men (Mr. America), women and mixed pairs individual titles, represented the national awards in the sport. The winning men were flown to Cairo, Egypt to participate in the world championships known as "Mr. Universe," where the American team took two out of a possible four first place trophies.

In early April of this year, the International Federation of Bodybuilders (IFBB) held their world pro/am championships for women and mixed pairs at Caesars Palace, produced by Trans World International and scheduled for airing on NBC. Eight countries were represented, and again, the Americans captured the top awards.

In addition to the NBC programs, which will include two separate broadcasts (one for the women's event, and a separate show on the mixed pairs championships), the event was covered by bodybuilding magazines from the United States, England, France, and Japan — with a combined readership approaching 2.5 million! Each magazine prominently covers the contest with brilliant color photographs and elaborate studio set-ups were created at Caesars Palace.

"Three is the charm" may well be the reason that the coming United States Bodybuilding Championships will epitomize the very finest in sporting excellence as hosted by Caesars Palace. The event is again promoted by Gold's Gym Enterprises, a licensor of products, supplements and merchandise now in forty individual marketplaces world-wide. The original Gold's Gym located in

Venice, California is known as the "Mecca" of bodybuilding, and on any given day amateur and professional bodybuilders, man and woman, from around the world are seen training and preparing for the

and the newly premiered Wayne Newton show. Seating 1,100 persons with state-of-the-art staging and lighting, and a complex sound system filling the hall with concert-quality audio, the Circus Max-

imus is a paradise for television producer and live audience alike. Numerous live and taped network and international television programs have originated from the room including Jackie Gleason's annual AGVA Awards, the Merv Griffin Show, the Frank Sinatra 40th Year In Show Business Special, and "Cinderella at the Palace;" as well as "Pleasure Palace," the Lily Tomlin Special, Electric Horseman, and many other exciting television and motion picture events.

Lining up as many as 120 men, 50 women and 30 mixed pairs competitors backstage for a smooth production is no small task! Gold's Gym brings to Caesars Palace the most complete experience in bodybuilding stage production available today. The network of expeditors, production personnel, stage and floor managers and directors, technicians, stagehands and athletes are all under the management of Nick Martino. Martino uniquely brings to the show a breadth of television production experience combined with the personal knowledge of the bodybuilding world — he not only trains extensively himself but is part-owner of two gymnasiums in California. His television credits include Hollywood Squares, Las Vegas Gambit, the Regis Philbin Show, and the HBO Gymnastics events held at Caesars Palace, to name a few. Martino produced the American Championships in 1981 at Caesars, and will be the coordinating producer for the U.S.A. broadcast this July.

All combined, these United States Championships should bring to a new level the professional treatment of entertainment and staging combined with the very finest in amateur athletics. Prejudging (the mandatory/compulsory phases of the athlete's evaluation) will take place at 10 a.m. on Friday, July 16 in the Jullus and Augustus ballrooms of Caesars Palace — general admission tickets are \$10.

The Final Presentations, which include the choreographed musical posing routines (freestyle phase), will be held in the Circus Maximus Showroom at 12 noon on Saturday, July 17 and reserved tickets are priced at \$40, \$35, \$25 and \$10. Live closed-circuit video projection is anticipated in the event of a sold-out crowd; these seats will cost only \$10 and will be held in the Jullus and Augustus rooms.



contest circuit.

Scheduled for July 16 and 17 of this year, the United States Bodybuilding Championships will feature the top amateur American athletes in seven divisions: Women's Events (lightweight and middleweight), Men's Events (lightweight, middleweight, light-heavyweight and heavyweight), and the Mixed Pairs Event.

Bodybuilding events seldom reach the glamorous heights of Caesars Palace, one of the sports capitals of the world — and to showcase the event to its best advantage, the famed Circus Maximus room will be the site of the final presentations. This elegant showroom is the home for such international stars as Frank Sinatra, Tom Jones, Ann-Margret, Cher, Diana Ross, Willie Nelson, Sammy Davis, Jr.,

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BONNIE
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Bonnie came to Las Vegas from Texas. She is a graduate of Southwestern Christian College and attended Texas Tech University. Bonnie is quite active socially being a member of Gamma Phi Delta and Beta Eta Iota sororities. She is also a member of the Nevada Voters League and NAACP Women's Auxiliary. Bonnie's hobbies include horticulture and reading.



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