



**FOR IMMEDIATE RELEASE**

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## **Resorts Casino Hotel announces the opening of Pro Bar, Atlantic City's first casino gay nightclub, May 5, 2011**

**(Atlantic City, NJ) May 5, 2011** – Are you pro? Resorts Casino Hotel in Atlantic City announced today it will open Atlantic City's only casino LGBT nightclub, called Pro Bar, May 5, 2011.

"Atlantic City has plenty of world-class amenities, but no full-scale, casino gay nightclub and now Resorts will fill that void with Por Bar," said Joel Ballesteros, Resorts Casino Hotel's newly appointed Director of LGBT Marketing. "Resorts is going to be the place for fun, excitement and a one-of-a-kind energy that will attract people of all lifestyles, and now we have the amenities that can cater to everyone."

Pro Bar will be located on the 13<sup>th</sup> Floor of the Ocean Tower and open Thursday through Sunday from 6 p.m. to 3 a.m. Featuring a dance floor, DJ's and regular entertainment, Pro Bar will be the premier destination in Atlantic City for locals and visitors alike to party. Opening at 6 p.m. with a lounge atmosphere, Pro Bar will have small plates menu then as the sun sets it will transition into a dance club where revelers will find very little will be prohibited.

Opening May 5, Pro Bar will feature the following entertainment during it's opening weekend, DJ Jimmy DePre, DJ Zathan Radix and DJ Kevin Madore. Pro Bar will feature a regular line up of the top DJ's and entertainment. Plus, the hottest dancers will keep the energy high all night long.

Behind the bar, Pro Bar will have the region's leading mixologists serving up the coolest drinks in the hottest setting.

Pro Bar will also be open before and after Believe – Divas In A Man's World shows in the Screening Room to enjoy drinks and entertainment.

Pro Bar will have a cover charge after 10 p.m., which will be waived for Resorts player's club members. It's free to join the Resorts Players club. To sign up, visit the promotions booth located on the casino floor. Must be 21 to join the club.

Like Pro Bar on Facebook at [www.facebook.com/ProBarAC](http://www.facebook.com/ProBarAC). All Pro Bar guests must be 21.

For more information on Resorts Casino Hotel visit the official Web site at [www.resortsac.com](http://www.resortsac.com), follow us on Twitter at [www.twitter.com/resortscasino](http://www.twitter.com/resortscasino) or on Facebook at [www.facebook.com/resortscasino](http://www.facebook.com/resortscasino).

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