



FOR IMMEDIATE RELEASE
August 9, 2011

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SENECA ALLEGANY CASINO 'TAKES THE CAKE' ON SEPTEMBER 25 WITH VISIT FROM DUFF GOLDMAN

SALAMANCA, NY – The “Ace of Cakes” is coming to Seneca Allegany Casino this fall. Duff Goldman, a master cake decorator and star of shows *Ace of Cakes* and *Sugar High* on the Food Network, will provide an up-close, interactive, cake-decorating demonstration at Seneca Allegany Events Center on Sunday, September 25, from 3 to 4 p.m.

Tickets start at \$20 and are now on sale at all Seneca Casino box offices, Ticketmaster.com, all Ticketmaster locations and by phone at 800-745-3000.

Goldman opened his own business, Charm City Cakes, outside Baltimore in 2000. His talent in the kitchen and eccentric cake creations – such as a replica of the Stanley Cup, a life-size motorcycle and a Hogwarts castle for a *Harry Potter* movie premiere – caught the attention of the Food Network. The latest reality show, *Sugar High*, follows him throughout the country as he samples sweet secrets and tasty techniques from bakeries, boutiques, food carts and diners. Goldman has appeared on dozens of other popular television shows, such as *Iron Chef America*, *Oprah*, *Good Morning America* and *The Tonight Show with Jay Leno*.

Seneca Allegany Casino will celebrate Goldman’s upcoming visit with a month-long “Sweet September Giveaway” promotion with more than \$40,000 in prizes. Starting September 1, daily hot seat drawings take place at 8 p.m. for \$100 in Free Slot Play, a KitchenAide® mixer and Duff Goldman’s book, *Ace of Cakes: Inside the World of Charm City Cakes*. Weekly hot seat drawings will take place every Friday in September at 4 p.m., with each winner receiving \$500 in Free Slot Play, the aforementioned mixer and book, two tickets to the cake-decorating demonstration show on September 25 and two tickets to a special VIP meet-and-greet and lunch buffet with Goldman before the show.

The grand-prize drawing takes place immediately following the show at 4 p.m. One lucky winner will receive \$10,000 cash, a \$5,000 Home Depot® gift card, the mixer and book, and a special package of Duff Goldman–themed memorabilia. Five runner-up winners will split nearly \$14,000 in cash and prizes. Guests at Seneca Allegany Casino can earn entries for the grand prize starting September 1 at 6 a.m. through September 25 at 3:30 p.m., and must activate those entries by inserting their Seneca Players Club Cards into any slot machine between 1:30 p.m. and 3:30 p.m. on September 25.

Other upcoming entertainment at Seneca Allegany Events Center includes country singer Ronnie Dunn on August 28, Canadian folk singer-songwriter Gordon Lightfoot on September 10 and comedian Jon Lovitz on October 9.

About Seneca Allegany Casino & Hotel

Seneca Allegany Casino & Hotel is nestled at the foot of the majestic Allegany Mountains along the New York/Pennsylvania border and is located off exit 20 of the Interstate 86 near U.S. Route 219. The property is open 24 hours a day, seven days a week and 365 days a year, and self- and valet-parking are always free. Guests can enjoy 2,000 slot machines and 33 table games, seven dining locations, live entertainment and a AAA Four Diamond Award-winning hotel with 212 deluxe hotel rooms, a spa and salon, fitness center and indoor pool. Please visit www.senecaalleganycasino.com for more information.

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