



# PRESS RELEASE

## Men's Expo and Texas Hold 'em Tournament on the Jersey Shore

**New Jersey** - Greater Media New Jersey Radio Station 95.9 WRAT ("The Rat") will be conducting the Jersey Shore's *first ever* Men's Expo and Texas Hold 'em Tournament.

Texas Hold 'em is the Cadillac of Poker games and it is sweeping the nation. The event will go down on November 20<sup>th</sup>, 2005 from 1pm until 6pm at Robert Collins Arena at Brookdale Community College. Contestants will have an opportunity to exercise their poker skills in a casual setting, and compete for the coveted Winner's Bracelet, the traditional holy grail of poker players.

To become a contestant, players will be chosen at random from entries obtained at various locations on the Jersey Shore such as Major Tool in Freehold and any area Vespa Tire location. Contestants will also be chosen off the Rat website ([www.wrat.com](http://www.wrat.com)) and an additional 20 will be chosen at the event prior to the matches.

The Men's Expo will consist of several different elements. Attendees will have the opportunity to play Nine Ball against New Jersey's State Champion, Tiffany Nelson. Attendees will also get to meet and get an autograph from Penthouse Playmate Victoria Zdrok, a.k.a "Dr. Z the Sexpert."

Many vendors will be on-site including a football corner, where attendees can watch the Giants/Eagles game on HDTV complete with surround sound and sofas, plus a classic car display. The New Jersey Nets will be conducting a Foul Shot Competition and New Jersey Devil Rob Skriac will signing autographs from 2 – 3pm. Food and beverages will be available. Entry fee for the Men's Expo is \$5.

"Nothing like this has ever been attempted here, and we're excited to present this event to the jersey shore. This Texas Hold 'Em tournament is going to be a lot of fun. It's another WRAT promotion that I personally would love to take part in. Of course, since I am an employee I won't be able to play, but that's ok ...Good luck to all. Now shuffle up and deal!" said Carl Craft, WRAT Operations Manager.

“You see Poker all over cable TV these days. Now our listeners have a chance to be involved in a tournament locally that doesn’t cost anything. They can experience what it’s like to be in a real tournament with out the financial risk and can still compete for the coveted Poker Bracelet, the traditional trophy of poker,” said Doug Sjonvall, WRAT Promotion Director.

For more information, go to [www.wrat.com](http://www.wrat.com) or contact Doug Sjonvall at 732-681-3800.

WRAT is owned and operated by Greater Media New Jersey, a subsidiary of Greater Media, Inc., the parent company of 19 AM and FM radio stations in the Boston, Detroit, New Jersey and Philadelphia markets. It also owns a modern printing plant and a group of weekly newspapers in central New Jersey as well as several telecommunications towers located throughout the United States.