



**Bally's Atlantic City Celebrates Its Renovations  
On Memorial Day Weekend**

*Ribbon cuttings, fireworks, entertainment, giveaways, and more!*

(Atlantic City, NJ) – May 4, 2022 - Bally's Atlantic City, under new ownership, will debut its property-wide renovations including the all-new Bally's Tower featuring 750 newly renovated rooms, a new hotel lobby, Carousel Bar, and The Yard on Memorial Day Weekend.

**GRAND OPENING CELEBRATION**

**OFFICIAL RIBBON-CUTTING CEREMONY**

Thursday, May 26

**Bally's Hotel Lobby & Carousel Bar | 11:30 AM open to public**

**Hotel Lobby**

A refreshed hotel lobby represents a whole new experience from arrival to departure. The all-new design includes a complete refresh of the space from carpet to walls and a reimagined front desk with new finishes transforming the arrival experience to align with the stunning new guest rooms.

**Carousel Bar – 360-Degree Rotating Bar**

The all-new Carousel Bar features 360-degree views of the casino and hotel lobby. This immersive experience features an elevated 24-seat rotating bar reminiscent of a carousel and is the first venue of its kind in New Jersey. Guests can enjoy modern cocktails with Atlantic City flavors such as Saltwater Taffy, Cotton Candy, funnel cake, and more. Open 24/7. (Must be 21.)

**The Yard – Beers, Eats, & Beats | Noon open to the public (Indoor Experience)**

This beer garden-style venue is a must-experience attraction offering live entertainment, a gastro-pub style menu, a curated tap list featuring local and national brewers, and a wide range of craft cocktails. The Yard is also home of Bally's Signature Pale Ale, an exclusive ale that is the product of a collaboration between New Jersey's own Spellbound Brewing and Bally's Atlantic City. Adding to this experience are 90's themed arcade games, lounge-style seating, and an indoor and outdoor stage for live entertainment. Located at Bally's courtyard just steps off the Atlantic City Boardwalk, The Yard is sure to become an instant classic all-year long. The exterior experience will debut early Summer of 2022.

### **Bally's Legends VIP Beach | 1:00 PM open to the public (Preview)**

Bally's Legends VIP Beach is located just off the Bally's Beach Bar. This designated beach is for our Bally Rewards Legend members and offers private lounge seating, and a beachside butler service including towel service, specialty passed amenities, cool towels, beach massages, security, and private F&B offerings and service. Open Friday, Saturday, and Sunday beginning Memorial Day Weekend. For reservations, Legend members must contact their host.

## **THE ALL-NEW BALLY'S TOWER**

### **Hotel Rooms**

The newly remodeled iconic Bally's tower includes 750 renovated hotel rooms with a design inspired by the heart and soul of the Atlantic City beach and boardwalk, and the fresh relaxed summertime feel that comes with it. The contemporary and clean design is reflective of a bright and soothing coastal environment. Guests will notice the lighter and brighter feel of these rooms including new flooring with carpet inlays, tiled bathrooms with modern vanities and illuminated mirrors, and all-new showers. Guests will experience a refreshing coastal environment inside and out.

### **Additional Suites**

While Bally's is completely transforming the tower, the architectural elements enable us to have a wonderful array of room types. The 112 corner deluxe king rooms in the Bally Tower function as junior suites with extra space and views from the living room and bathroom that can't be matched. These rooms feature a separate sitting area with a settee, lounge chair, and coffee table – great for entertaining in style. In the bathrooms, guests will find a spa-like experience with a separate shower and freestanding deep soak tub, plus ocean or bay views.

### **Penthouse Suites**

In addition to fully remodeling the suites on the 45th – 48th floor, Bally's combined a select number of rooms to create 16 new penthouse-style suites. The new suite designs are best-in-class and include dining areas, pool tables, wet bars, custom rainfall showers, and more. These exclusive rooms are used to pamper our VIP guests.

## **ENTERTAINMENT**

Bally's Atlantic City is celebrating all weekend long with live entertainment.

### **LIVE RADIO REMOTES | Friday, May 27th**

- Q102 FM Philly - 10 AM - 3 PM
- WDAS 105.3 Philly - 10 AM - 3 PM
- Q104 NY - 10 AM - 3 PM

### **FIREWORKS SHOW | Sunday, May 29 at 9:00 PM**

- Come celebrate the grand opening of the all-new Bally's Atlantic City with Fireworks by Grucci on Sunday, May 29 at 9:00 PM. Watch from the Atlantic City Boardwalk, Bally's Beach Bar, The Yard, or Johnny's Rockets. Don't miss DJ Dave Mass spinning from 6 PM to Midnight.

### **BALLY'S BEACH BAR | All weekend long**

- Friday, May 27 - Live DJ beginning at 1 PM, Priceless from 2 PM – 6 PM and Don't Call Me Francis 9 PM – 1 AM
- Saturday, May 28 – Live DJ beginning at 1 PM, Big House Band 2 PM – 6 PM and Cheers The Band from 9 PM -1 AM.
- Sunday, May 29 – Live DJs beginning at 1 PM through Midnight and DJ Cheeko 2 PM – 6 PM. Plus Bally's fireworks at 9 PM.
- Monday, May 30 – Live DJs from 1 PM through Midnight.

### **THE YARD | Friday, May 27 and Saturday, May 28**

- Live acoustic music from 8 PM to Midnight on Friday, May 27 and Saturday, May 28.

### **CAROUSEL BAR | Friday, May 27 through Sunday, May 29**

- Live DJ from 8 PM to 1 AM on Friday, May 27, Saturday, May 28 and Sunday, May 29

### **JERRY LONGO'S MEATBALLS AND MARTINIS**

- Friday, May 27 – DJ Stevie O. 7 PM - Midnight
- Saturday, May 28 – DJ Johnny Looch 7 PM - Midnight
- Sunday, May 29 – Carl Angelo Smith 5 PM - 8 PM

### **WATER DOG**

- Friday, May 27 Dead Reckoning - 6 PM
- Saturday, May 28 Andrew Moorner – 9 PM

## **PROMOTION**

### **\$125,00 JEEP GIVEAWAY| Friday, May 27 and Saturday, May 28**

In celebration of our grand opening, we're giving away a Jeep Grand Cherokee or Jeep Wrangler Unlimited plus thousands in prizes! Bally Rewards members can earn entries now through May 28. Plus, 10x entries on Thursdays and Sundays in April and May. Visit the Players Club for complete details.

GRAND PRIZE DRAWINGS: Friday, May 27 & Saturday, May 28 | 10 PM Each Night • Sweepstakes Center, Casino Level. Activate Your Entries Each Day: 6 PM - 9:45 PM • Kiosk

### **FREE SELF-PARKING**

Self-Park for FREE\* with a Bally's Players Card:

When you spend \$50 or more at any of our restaurants (excluding Saturdays and holidays). Or earn 5 Bally Bucks playing at our slots or tables games. Visit the Players Club for complete details.

### **NEW OR INACTIVE MEMBER OFFER**

Come give us a try and we'll match any AC casino offer plus tier status match or give you \$25 Free Slot Play. Visit the Players Club for complete details.

For more information, visit [www.ballysac.com/celebrate](http://www.ballysac.com/celebrate)

### **About Bally's Corporation**

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence of Online Sports Betting and iGaming offerings. It currently owns and manages 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licenses in 18 states. It also owns Gamesys Group, a leading, global, online gaming operator, Bally's Interactive, a first-in-class sports betting platform, Monkey Knife Fight, the fastest growing daily fantasy sports site in North America, SportCaller, a leading, global B2B free-to-play game provider, and Telescope Inc., a leading provider of real-time fan engagement solutions.

With approximately 10,000 employees, Bally's casino operations include more than 15,800 slot machines, 500 table games and 5,300 hotel rooms. Upon closing the previously announced Tropicana Las Vegas (NV) transaction, as well as completing the construction of a land-based casino near the Nittany Mall in State College, PA, Bally's will own and manage 16 casinos across 11 states. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

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