

# Atlantic City

always turned on™

**Hot News!**  
Atlantic City Shopping Reaches  
New Level of Luxury, Page 2.  
Residential Real Estate Boom  
on The Horizon, Page 4

## Welcome To The New BOOMTOWN, USA



Atlantic City's Trump casinos sizzle with excitement.

### With More Hotels, Vacation Homes, Shops and Restaurants on the Way, Atlantic City Keeps Its Eye on the Prize: YOU AS A SATISFIED CUSTOMER

Step onto the gaming floor at any of Atlantic City's 12 casinos, and you'll hear all the sounds you've come to expect: slot machines clanging, friends and lovers laughing, dealers calling 'All Bets In,' roulette wheels clicking. Step onto the pavement outside

Atlantic City's casinos, and you'll hear a different noise entirely: a cacophony of jackhammers, power tools and cranes, together shouting volumes to where Atlantic City is going, and why.

In 2006, three casinos will break ground on new hotel towers, The Pier at Caesar's

will open for business, a number of shops on the Boardwalk will begin façade improvements, Atlantic City Outlets – The Walk will begin doubling in size, and around town, builders will stake claim to terri-

Continued on page 5

### Atlantic City: The Jersey Shore's New Entertainment Mecca

Any day or night on the town can be as thrilling as a boxing match, as edifying as Italian opera, as invigorating as salsa dancing, as sexy as a drink on the beach, as mellow as a trolley tour.

And that just scratches the surface of Atlantic City's burgeoning entertainment scene.

#### Curtain Call at Boardwalk Hall and the Casinos

Boardwalk Hall and each of the 12 casinos have lined up all the entertainment you could ask for. It's possibly the most eclectic list of performers you'll find on the East Coast. From funky to country to classic, if you can name it, an 'Always Turned On' Atlantic City has it.

Up for a laugh?

You've come to the right place. Comedy is no joke in Atlantic City, from Bill Maher at Borgata Hotel Casino & Spa on May 26-27 to Kathy Griffin, May 27, at Resorts Atlantic City. Or perhaps you'd enjoy one of the many comedy clubs in Atlantic City.

Swing to the sound of Big Bad Voodoo Daddy at Trump Marina on April 29 or watch one duck a swing on June 10 when Antonio "The Magic Man" Tarver takes on Bernard "The Executioner" Hopkins at Boardwalk Hall.



Headliners of all sorts, including country music's Alan Jackson, thrill capacity crowds at Boardwalk Hall.

Whether it's Elvis Costello, May 19, at Trump Taj Mahal Casino Resort, the non-stop list of entertainment at House of Blues, the Temptations at Tropicana Casino Resort or Andre Rieu with the Johann Strauss Orchestra at Board-



Have fun 25/7 at Resorts' new 25 Hours Bar, one of many new hot spots in the city.

walk Hall on May 19, take your seat because the show is about to begin.

Continued on page 2

## New in Atlantic City

### NOT A BAD VIEW IN THE HOUSE

Residents of **Bella**, Atlantic City's first ultra-luxe condominiums, enjoy panoramic views of the ocean, bay and casinos. To learn more, visit [www.bellacondos.com](http://www.bellacondos.com), or call 1-609-344-8700.

### HOPE YOU'RE HUNGRY

The **Borgata Hotel Casino and Spa** announces the addition of three celebrity-chef restaurants: Bobby Flay Steak, Wolfgang Puck American Grille and SEABLUE, a Michael Mina Restaurant. At Bobby Flay Steak, expect a mix of surf and

turf, with crustacean delights and Flay's famously zesty, grilled steaks, plus a Philly cheese steak created especially for Borgata.

At the Wolfgang Puck American Grille, dine on California-style comfort foods, including salad, sandwiches, steaks, seafood, pasta, pizza and more.

And at SEABLUE, expect seasonal fish from all over the world, grilled or reinvented in whimsical versions of classic American dishes.

Learn more at [www.theborgata.com](http://www.theborgata.com).

### PLENTY OF FUN IN THE SUN

**Cape May County's** family-oriented towns play host to a number of special events, including bird

watching, kite festivals and beach jams. You can also visit a zoo, a garden or a historic village; steep yourself in Victoriana; enjoy amusement piers and cool down at exciting water parks. Find details at [www.thejerseycape.com](http://www.thejerseycape.com).

### DINE AND LAUGH AT RESORTS

Good eats and good fun are yours seven nights a week at **Resorts Atlantic City**. That's where New York's famous Gallagher's Steakhouse serves up its legendary dry-aged steaks, and Catch A Rising Star Comedy Club serves up laughs every night. Learn more at [www.resortsaac.com](http://www.resortsaac.com).

### SEAFOOD AT SEAVIEW

Back by popular demand: the Friday Night Seafood Extravaganza at the **Seaview Resort & Spa, a Marriott Resort**, reservations recommended!

Executive Chef Graham Weber delights with sumptuous entrees, including sweet whole Maine lobster. Learn more at the new website, [www.seaviewmarriott.com](http://www.seaviewmarriott.com).

### A TRIO OF TRUMP FACELIFTS

Renovations to every last room and suite at all three **Trump** properties – Trump Plaza Hotel and Casino, Trump Taj Mahal Casino Resort, and Trump Marina Hotel Casino – are almost complete.

In the works: a groundbreaking for an 800-room, \$250 million tower at the Taj. This is the first of five new towers – one every two years – that Trump plans to build in the next decade.

Also in the works are casino floor renovations, and the addition of retail, dining and entertainment amenities at the Taj and Plaza; and plans for continued renovations at Marina. Learn more at [www.trump.com](http://www.trump.com).

## Atlantic City: Entertainment Mecca

Continued from page 1

### Dance The Night Away

If sitting down isn't your style then get your dancing shoes and head over to Martin Luther King Jr. Boulevard, where you'll find Club Tru and Studio Six. Inside are five bars, a sports pub, a martini lounge, a VIP floor, and two dance floors.

A short distance away, at New York Avenue and the Boardwalk, is Déjà Vu Nightclub, a multi-level, ultra-modern nightclub where master mix DJs pound out an energetic mix of house and hip-hop.

Another hot spot to check out is the new 40/40 Club, an all-American sports bar with an opulent lounge setting.

Not to be out-Trumped, Casbah at Trump Taj Mahal features dancing that goes all night, as well as special events like body painting parties. The Wave at Trump Marina Casino Hotel showcases popular area bands and a dance floor teeming with people. Or cool down at Trump Plaza Hotel & Casino's hot beach bar.

Experience European bottle service at 32° Luxe Lounge at The Quarter at Tropicana. Drop anchor at the



**Internationally acclaimed Cirque de Soleil brings its spellbinding act back to Trump Plaza this year. And if it's laughter you want, comedians like Kevin James (left) are always performing at the Borgata Comedy Club or one of the other comedy clubs in town.**



Atlantic City Hilton's Dizzy Dolphin or spend an extra hour at 25 Hours bar at Resorts Atlantic City. Whatever your taste, style, budget or energy level, it's waiting for you in Atlantic City.

### Fun For Everyone

The fun burns just as brightly during the day. A perfect way to see the sights and sounds of an 'Always Turned On' Atlantic City is the Splash

of Atlantic City guided trolley tour on a Great American Trolley. You'll see all the unique attractions Atlantic City offers from the Absecon Lighthouse and the Atlantic City Aquarium-Ocean Life Center to Garden Pier and Lucy The Elephant.

But there is plenty more to experience such as world-class golf courses at Seaview Resort & Spa, a Marriott Resort; Dante Hall Theater of the Arts, an intimate performing arts center located on Mississippi Avenue in the heart of Atlantic City; and a fabulous selection of day spas including bluemercurey at The Quarter or Spa Toccare at Borgata.

At Kennedy Plaza on the Atlantic City Boardwalk, summer evenings are made considerably sweeter by the dulcet tones of the Chicken Bone Beach Jazz Series and Stockton Goes to the Beach Summer Concerts. The concerts are free and so is the sunset.

There's no shortage of entertainment in Atlantic City. Now the only challenge is where to start.

**A variety of entertainment abounds in Atlantic City.**



**If you're hot for poker, Atlantic City is the place to get your game on.**

## Atlantic City Casinos Take A Bet on Poker's Popularity

**P**oker, a game requiring skill, concentration, nerves of steel and a bit of acting, has captured the imagination of gamblers of all ages.

Whether you're a novice or aspire to be seated next to the players on televised poker tournaments like Bravo's "Celebrity Poker Showdown," ESPN's "World Series of Poker" or The Travel Channel's "World Poker Tour," you'll find everything you need – lessons, gaming rooms and tournaments – in Atlantic City.

The Borgata Hotel Casino and Spa, widely credited with infusing Atlantic City with a whole new breed of young, hip and moneyed visitor when it opened its doors in 2003, this year opens a new 85-table poker room. Borgata also offers daily No Limit Hold 'em tournaments with buy-in levels ranging from \$50 to \$500 and entry levels ranging from \$15 to \$50.

Resorts Atlantic City, tapping into the increasing popularity of gaming among women, will host "Ladies' Texas Hold 'em Tournaments" the third Monday of every month in their poker room. Buy-in is \$40, and entry fees are \$10. Resorts is also the first Atlantic City casino to offer Two-Card Joker Poker, played with a 52-card deck plus the two jokers, which as a pair make the highest hand, paying 50 to 1 odds. Texas Hold 'em tournaments are offered every Tuesday and Thursday.

At the Trump Taj Mahal, official host of the fall US Poker Championship and the

Trump Classic in December, the city's first non-smoking poker room features 70 tables, free instruction for beginners, and daily tournaments. At Trump Plaza Hotel and Casino, check out the 70-foot long Long Poker Bar containing 27 bar-top video poker machines, and at Trump Marina Hotel Casino, Three Card, Let It Ride, Double Cross, Four Card, Boston Five and Caribbean Stud are among the table games offered.

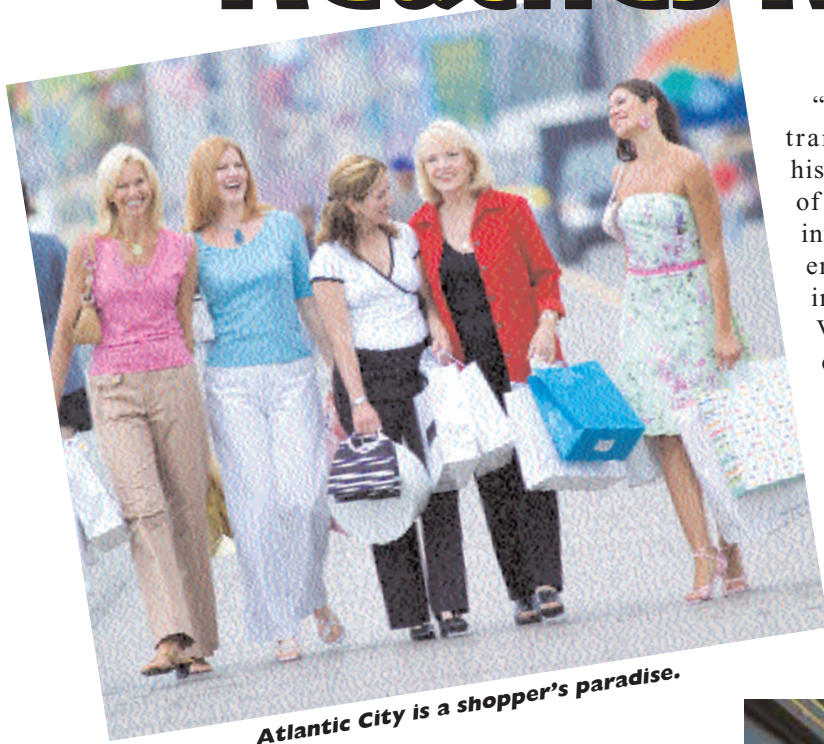
Harrah's Atlantic City, voted "Best Poker Tournaments" by readers of *Casino Player* magazine, offers 28 tables in a new expansion, and daily tournaments. Plus, players can earn comps for poker.

At Showboat-The Mardi Gras Casino, patrons of the House of Blue's 25-table poker room are offered tableside food service – great when you're on a streak! Texas Hold 'em no-limit tournaments take place Sunday through Thursday, and comp time is given for live action play.

Night owls will want to check out Trop Poker Club at Tropicana Casino and Resort. This 48-table room is open 24/7, and offers live action, tournament and private tables daily. The Trop Club is smoke free, offers tableside food service, and more than 100 monitors for watching races or sports. And, there's a customized rating system that tracks play time and awards comp dollars for every hour played.

For a comprehensive listing of poker offerings throughout the city, visit [www.atlanticcitynj.com](http://www.atlanticcitynj.com).

# Shopping in Atlantic City Reaches New Levels of Luxury



**Atlantic City is a shopper's paradise.**

"The Pier at Caesars will transform Atlantic City's historic Boardwalk into one of the most recognizable international shopping and entertainment landmarks in America," said Jeffrey Vasser, executive director of the Atlantic City Convention & Visitors Authority. "This is a step toward transforming Atlantic City from a regional hot spot into a national destination."



**Expect all the flash and excitement of Times Square, and all the shopping luxury of Park Avenue, when The Pier at Caesars opens on the Atlantic City Boardwalk later this year.**

**T**he Pier at Caesars, an ultra-luxe shopping experience that promises to tempt all the senses when it opens this summer, is being hailed as the greatest retail revolution since the opening of The Forum Shops in Las Vegas.

The outside of the complex stretches 900 feet along a rebuilt Million Dollar Pier and is designed to reflect the elements – sand, sea, sky – and to light the sky with electronic billboard ads delivering all the flash and excitement of Times

Square. Inside, shopping and dining present a decidedly international flair: Tourneau, Gucci, Burberry, Tiffany & Co., Hugo Boss, Louis Vuitton, Armani A/X, Bebe, Buddakan, rumjungle, English is Italian, Dubliners and Phillips Seafood among them. Even romantics get a place of their own at The Atlantic Club, Atlantic City's first wedding chapel, where glass walls offer views of the ocean and beach, and live webcasting enables friends and family anywhere in the world to watch the ceremony.



**Shop 'til you drop at Atlantic City Outlets - The Walk, where new stores are on the way.**

### Double the Designer Deals

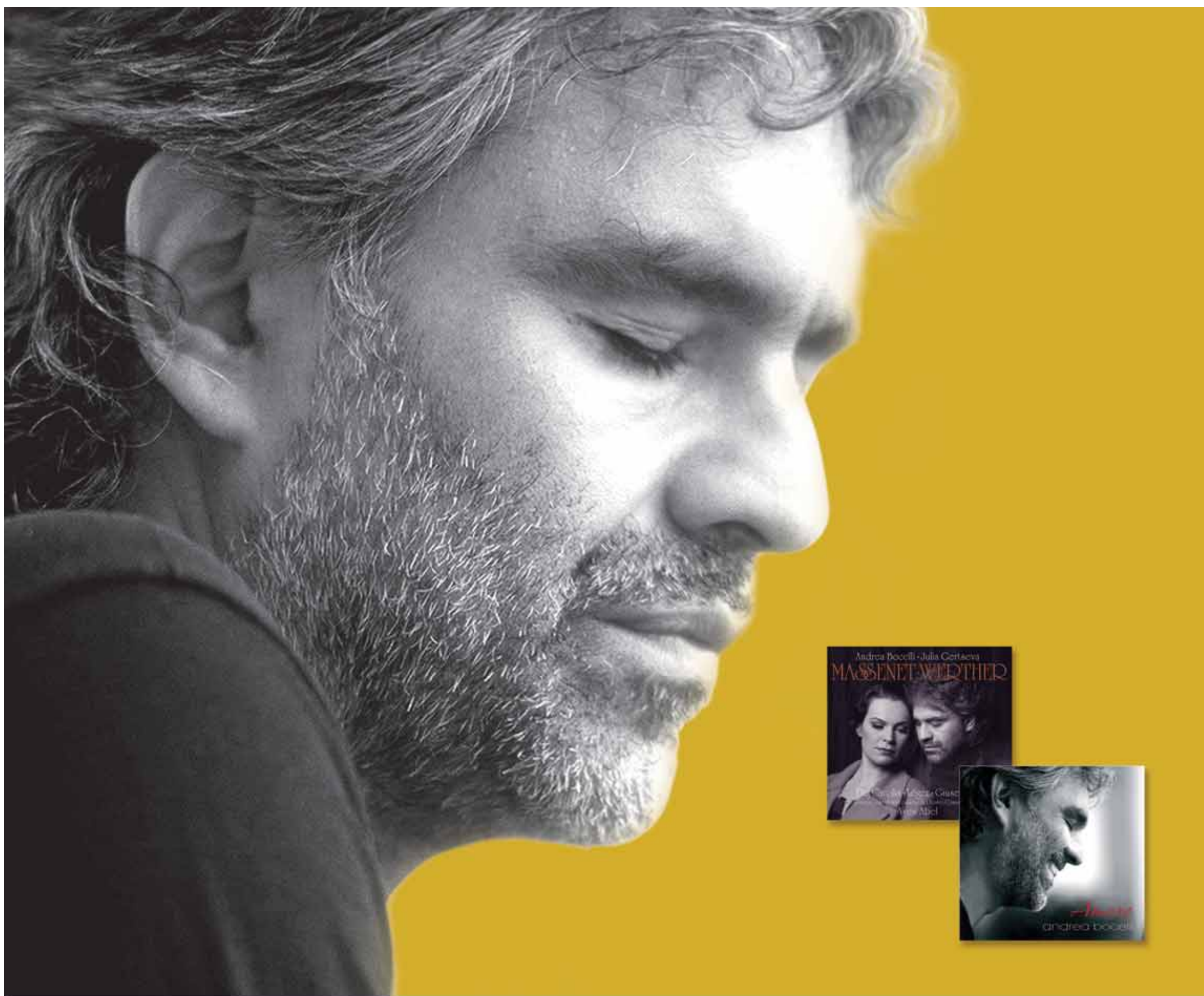
The Pier isn't the only evidence of a retail boom in Atlantic City. In the heart of town, Atlantic City Outlets-The Walk – where retailers include Polo, Tommy Hilfiger, Coach, Banana Republic, Liz Claiborne and Kenneth Cole – is planning an ambitious expansion that will nearly double the outlets in size. Expect to see new international retail venues, expanded parking, restaurants and entertainment complexes lining the east and west sides of the expressway, along with

office and residential space.

Also underway are plans to transform Trump Taj Mahal's promenade from the parking garage to the casino into a dramatic presentation of stores and restaurants with a renovation price tag of \$25 million.

And of course, The Quarter at Tropicana offers shoppers a sensory experience in the style of Old Havana. Beneath a dome faux painted to look like the Havana sky, enjoy an eclectic mix of trendy shops like White House/Black Market, Houdini's Magic Shop, Zephyr Gallery, Chico's and Jake's Dog House.

No matter what your shopping style, you are sure to satisfy it in Atlantic City.



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# Atlantic City Spices Up Its Culinary Scene

**G**ourmets and gourmands take heed: Atlantic City is about to rock your culinary world.

Wolfgang Puck, Bobby Flay, Michael Mina, Stephen Starr – superstars in the world of fine dining – are opening eateries in Atlantic City.

Gallagher's Steakhouse, Phillips Seafood, Sonsie, rumjungle – famous in New York City, Baltimore, Boston and Vegas – are opening new locations in, you guessed it, Atlantic City.

It's shaping up to be a good year indeed.

## Celebrity Chef A-List

At Borgata, the celebrity chef A-List continues to grow.

This year, joining Susanna Foo and Luke Palladino are Bobby Flay, Wolfgang Puck and Michael Mina.

At Bobby Flay Steak, the menu will feature Flay's signature Southwestern surf and turf: steaks paired with zesty rubs and seasonal ingredients, oyster and lobster shooters, and lobster and crispy squid salad are among the choices.

Wolfgang Puck American Grille will offer two distinct dining experiences: outdoor patio dining with a wood-burning pizza oven and indoor formal dining, where an open fireplace will help set the tone. The menu will feature Puck's innovative

California cuisine.

And at SEABLUE, the combination of a wood-burning grill and seasonal fish from around the world will entice patrons with whimsical versions of classic American dishes. Think Maine lobster pot pie and lemon pudding cake with creamsicle float.

## The Pier at Caesars

When The Pier at Caesars opens this year, so will nine new restaurants. Boston nightlife maven Patrick Lyons will bring three of his Beantown concepts – Sonsie, a bistro/baker; Dubliner Irish Bar and Restaurant; and Game On!, a sports bar.

Restaurateur Jeffrey Chodorow, who's already left his imprint on the city with the funky Red Square and its famous vodka vault, is bringing a little more Vegas to the East Coast with rumjungle, featuring tropical food and the pulsing beats of R&B and hip-hop.

Phillips Seafood, known for its authentic Maryland-style seafood menu, will offer seated and take-out dining, and for the adventurous, a sushi bar called Blowfish.

From the City of Brotherly Love comes chef Stephen Starr with two of his mega-hits, Buddakan and The Continental. At the first, patrons dine on Asian cuisine at communal tables under the watchful eye of a 10-foot Buddha, and at the latter, discerning palates



Dining in Atlantic City is an event you won't soon forget.

will enjoy classic cocktails and nouveau portions.

Philly also contributes Vino Noir, a wine bar from Barry Gutin of Cuba Libre fame.

## And That's Not All

Elsewhere around town, check out Boardwalk Perks, Resorts Atlantic City's new coffee shop, where you can enjoy

served every Sunday, and on Fridays beginning May 19, the Friday Night Seafood Extravaganza returns through Oct. 13. Reservations are recommended for both.

## When In Rome

If your idea of vacation is to dine like a native, fear not. There are dozens of venues – too many to mention here – that can best be described as quintessentially Atlantic City.

Dock's Oyster House, owned and operated by the Dougherty family since 1897, serves upscale steak and seafood, full bar, and at least 10 varieties of fresh oysters flown in daily. And now, the owners of Dock's have restored the historic

Knife & Fork Inn to its former grandeur. There's steak and seafood on the menu, a wood-fired grill in the kitchen, and a wine cellar packed to the gills with 10,000 bottles.

Angelo's Fairmount Tavern in Ducktown, Atlantic City's Italian neighborhood, stuffs patrons with food like Mama used to make – lasagna, eggplant parmesan, steak, and spaghetti – heaped high on the plates.

For outdoor dining in the summer months, try Back Bay Ale House and the Flying Cloud Café, both at Gardner's Basin, the Wonder Bar on the inland waterway, or one of the al fresco restaurants along the Boardwalk. And if it's a simple sandwich you crave, be sure to stop at White House Sub Shop. The line will be long, but it moves swiftly and there's a Wall of Fame, showcasing photos of famous patrons like Frank Sinatra, Susan Sarandon and George Clooney, to entertain you while you wait.



Find a world of dining experiences at The Quarter at Tropicana.



A world of casual dining awaits you with fine restaurants and "Boardwalk food" stands along the famed Atlantic City Boardwalk.

bistro fare with your freshly brewed latte. Also new at Resorts Atlantic City is Gallagher's Steakhouse, the New York City classic.

Watch for a new noodle bar at Trump Taj Mahal, and for 24 Central Café, which replaces Trump Plaza's New Yorker restaurant. A new eatery is also in the works at Trump Marina.

At Seaview Resort & Spa, a Marriott Resort in nearby Galloway Township, a Country Club Champagne Brunch is

in daily. And now, the owners of Dock's have restored the historic

World-class golf courses and top-notch dining are yours to enjoy at Seaview Resort & Spa, a Marriott Resort.



Spectacular subs and celebrity sightings are on the menu at White House Sub Shop, an Atlantic City landmark.



## Residential Real Estate Boom Shows No Signs of Slowing in Atlantic City

**W**hen developer Tom Scannapioco, the catalyst behind the Bella condominium project and Atlantic City's resulting real estate boom, was asked to keynote a regional meeting of the non-profit Urban Land Institute, he figured he'd better pull together some development numbers.

What he found astounded him.

"At first I counted only five developers, but as I started networking, I discovered that there are 18 developers planning to build more than 3,000 new luxury units in Atlantic City," Scannapioco said. "Five years from now, Atlantic City will be the hottest real estate market on the East Coast."

And Bella will be remembered as the first thoroughbred out of the gate.

Residents of Bella, the pre-

miere ultra-luxe condominiums in Atlantic City, buy into a lifestyle that's as breathtaking inside as it is out: travertine floors, Italian cabinetry and stainless steel appliances, and panoramic views of the ocean, bay and casinos. Even during remodeling, more than half the units had sold, most-

ly to New Yorkers and Philadelphians in the market for a second home or an investment.

Compared to the rest of the nation, Atlantic City is ahead of the curve when it comes to second-home values. Bella condos start at \$390,000 and go up to \$1 million; according to the 2005

National Association of Realtors Profile of Second Home Buyers, only 11 percent of second-home purchases top \$400,000.

## What's Driving The Boom?

Helping drive Atlantic City's real estate boom is the city's gentrification. No longer a one-trick town – read that as casinos, casinos and more casinos – Atlantic City now bustles with shoppers, fine diners, sports enthusiasts and theatergoers. And yes, the casinos are still a major attraction, but broadening the package to offer more than just gambling is what's changing the visitor profile and prompting people to purchase vacation properties in Atlantic City.

Stepping in to help fill that need is local developer Frank Barbera of F.A. Barbera Compa-

ny, Inc. He's planning two from-the-ground-up condo developments, Melrose Place and Chelsea Residence – as Barbera describes them, "the first two new high-rise buildings in Atlantic City in over 23 years."

As a lifelong resident with a front-row view of the city's metamorphosis, Barbera considers the real estate boom proof positive that Atlantic City has succeeded in reinventing itself.

"Atlantic City has come into its own," Barbera said. "When you come to a show or a sporting event here, you know you'll be able to park, eat, shop, walk down a street that's safe and clean, and by and large have a pleasurable experience. That's the acceptance level we've now reached. And that's when you have growth, when people find it's acceptable."

The Bella lifestyle promises views inside as breathtaking as the ones outside.



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# BOOMTOWN, USA

Continued from page 1

tory for new residential developments.

In short, it may be the single, largest construction boom to hit Atlantic City since the casinos first opened in the late 1970s.

"Atlantic City has come a long way, especially in the last five years, but we're nowhere near ready to stop," said Jeffrey Vasser, executive director of the Atlantic City Convention and Visitors Authority.

## Hotels on the Horizon

In the works and scheduled for debut in late 2007 is the latest Borgata babe, The Water Club at Borgata, a \$325 million hotel tower that will put a new spin on the definition of sexy surroundings. Named for its views of the Atlantic Ocean and the bay, and the quartet of pools it will feature (including two outdoor pools that will remain open year-round), The Water Club will satisfy high consumer demand for an upscale hotel experience with its 800 guest rooms and suites, a two-story,



The newest Borgata babe, The Water Club, is one of three new hotel towers coming to Atlantic City. Watch for the other two at Trump Taj Mahal and Harrah's.

36,000-square-foot spa in the sky, 18,000 square feet of meeting space, and six new shops.

Nearby, at Harrah's Atlantic City, officials have announced plans for a \$550-million expansion and upgrade that includes a 47-story, 964-room hotel tower, a 172,000-square foot retail and entertainment complex featuring a Red Door Salon and Spa, an ultra-lounge nightclub, an indoor pool, a new Diamond Player's Lounge, new retail shops, a 650-seat buffet, a 500-seat coffee shop, and a gaming floor expansion. The entertainment and retail center is expected to open in late

2006, and the new hotel tower is slated for second quarter 2008.

The third new hotel in the works is an 800-room, 45-story, \$250 million tower at Trump Taj Mahal.

## Improvements All Around

Trump's new tower isn't the only thing in the works at The Donald's trio of properties. All three hotels – the existing Taj, plus Trump Marina

and Trump Plaza – will see a complete upgrade of all rooms and suites. Additionally, be on the lookout for improvements to the casino floors at Trump Plaza (warm colors, contemporary lighting, Austrian crystal chandeliers, and decorative onyx and marble columns), and Taj Mahal (a new performance lounge, noodle bar and an intimate Asian games pit.) A master plan is in the works for renovations at Trump Marina, but in the meantime, check out new décor on the casino floor, and a new bar in the lobby.

On the gaming side, Resorts Atlantic City announces the addition of new three- and five-reel Penny progressive slots, with top jackpots of up to \$75,000, and the Third Annual \$1 Million Blackjack Challenge, which will pit six players against a Resorts' dealer on May 26 for shots at prizes of \$1 million, \$100,000, and \$10,000. To learn how to enter, visit [www.resortscasinos.com](http://www.resortscasinos.com).

To learn more about gaming and other trends in Atlantic City, visit [www.atlanticcitynj.com](http://www.atlanticcitynj.com).



What could be more relaxing than a boat on the water? Cape May County's 30 miles of sandy white beaches offer plenty of opportunity for refreshing seaside escapes.

## Fun In The Sun, In And Around Atlantic City

Once the weather warms up, Atlantic City and surrounding towns spring to life as the quintessential seashore community, with street festivals, art shows, parades and music festivals to enliven the summer months.

Special spring and summer events offer something for everyone, including jazz lovers, tattoo enthusiasts, golf fans and foodies. Check out these festivals and special events for 2006:

- First Wednesdays** Specials on dining, shopping and entertainment throughout Atlantic City on the first Wednesday of each month
- April 28 – May 7** Cape May's famed Victorian Week, with 10 days of special activities
- May 6** Hot Import Nights at the Atlantic City Convention Center
- May 29 – June 4** ShopRite LPGA Golf Classic, Seaview Resort & Spa, a Marriott Resort, Galloway Township
- June 9-11, 2006** Drawin' the Wildcard Tattoo Extravaganza at the Atlantic City Convention Center
- June 10-11** NJ Fresh Seafood Festival, Atlantic City
- July 14-16** Planter's Peanuts 100th Anniversary celebration, featuring Mr. Peanut and the NutMobile
- Thursday nights, July and August** Chicken Bone Beach Jazz Series, Atlantic City Boardwalk
- Friday nights in July** Stockton Goes to the Beach Concert Series, Atlantic City Boardwalk
- August 11-13** Atlantic City Arts Alive! Festival
- August 12** Around the Island Marathon Swim, Absecon Island
- August 23** Atlantic City Airshow featuring the Blue Angels and the Thunderbirds



Atlantic City's beach and Boardwalk attract thousands of visitors on busy summer days. Many of the Boardwalk stores will get a makeover in the next year.

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