

Who's Your Daddy? Infant Gets Sponsorship Deal

GoldenPalace.com to Sponsor Newborn for One Month

HARRISBURG, Penn. – May 31 (SEND2PRESS NEWSWIRE) – People who thought LeBron James or Tiger Woods were too young for their enormous company sponsorships are in for a shock. Internet casino-turned-household name GoldenPalace.com has won an eBay auction to sponsor a newborn baby boy. The boy's parents scored \$999 for the unique sponsorship opportunity.

For a period of one month, GoldenPalace.com will provide the parents and their child with shirts, hats, bibs, and other baby clothes and merchandise branded with the casino's logo. The couple will be all over the Pennsylvania, New York, and New Jersey areas this summer and will make every effort to show off their child and his GoldenPalace.com apparel to everyone they see.

On their eBay page, the parents explain the appeal of their auction: "We all stare and look at newborns when we see them out in public and say how cute they are. By putting [GoldenPalace.com] on our infant you know your ad will be looked at."

"I think we are redefining the nature of sponsorship, branding, and advertising in general," said GoldenPalace.com CEO Richard Rowe. "We're breaking new ground every day it seems, and I think it is very possible there will be a chapter on GoldenPalace.com in students' marketing textbooks someday."

GoldenPalace.com has devised some of the most exciting and outrageous advertising campaigns in the past few years. Recently, items such as the Virgin Mary Grilled Cheese Sandwich, Britney Spears' Pregnancy Test, and Pope Benedict XVI's previously-owned VW Golf have garnered extensive worldwide media attention for the casino.

More information: www.GoldenPalace.com

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