

Ad Campaign Climbs to New Heights – Internet Casino Sponsors ‘Spiderman’s’ 62-Story Skyscraper Ascent

HONG KONG – June 13 (SEND2PRESS NEWSWIRE) – If anyone in the real world can get away with the nickname “Spiderman” it is French climber Alain Robert. The daredevil free-climber scaled Hong Kong’s 62-story Cheung Kong Center skyscraper with his bare hands on Saturday, wearing the ever-popular tattoo of online casino GoldenPalace.com on his naked torso.

It took Robert approximately one hour to scale the 928-foot building, only to find several police waiting for him at the top to escort him back to ground level.

Robert has climbed over 60 skyscrapers and landmarks world-wide including Taiwan’s Taipei 101, Malaysia’s Petronas Towers, the Eiffel Tower, the Empire State Building, and the straight-faced, glass-fronted Sears Tower in Chicago—the highest occupied building in the world.

Internet casino GoldenPalace.com has sponsored Robert for several of his climbs, including the Sydney Harbor Bridge in Australia, and arguably his most difficult climb when he ascended three-quarters of the way up Canary Wharf, the highest building in London, UK before extreme weather conditions prevented him from completing the climb.

“We are proud to sponsor Alain in his efforts,” said GoldenPalace.com CEO Richard Rowe. “He is a perfect example of what hard work and determination can accomplish. His climbs are so extraordinary that they are perfect for the edgy, eccentric brand of advertising that GoldenPalace.com has become famous for.”

Setting the standard in marketing creativity, 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

News issued by: GoldenPalace.com

#

Original Story ID: (470) :: 2005-06-0613-003

Original Keywords: GoldenPalace.com, Alain Robert, daredevil, spiderman, free-climber, Hong Kong, 62-story Cheung Kong Center skyscraper, Taiwan’s Taipei 101, Malaysia’s Petronas Towers, the Eiffel Tower, the Empire State Building, stunt, online casino, golden palace, Richard Rowe GoldenPalace.com