

Dennis Rodman Lucky To Be Alive – Ex-NBA Star Emerges From Coffin At His Book Signing

NEW YORK, NY (SEND2PRESS NEWSWIRE) – Dennis Rodman really should be dead by now, and his entrance at the official book signing of his upcoming biography proved he has a sense of humor about it. The NBA legend has been making headlines for years with his outrageous antics and decadent lifestyle, and now he is releasing a new book entitled “I Should Be Dead By Now,” that will showcase his history of wild living and outlandish publicity stunts.



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With the logo of his sponsors GoldenPalace.com prominent everywhere, Rodman arrived at his book signing at Borders Books & Music on 100 Broadway in full spectacle. **(Photo Caption: Dennis Rodman's latest book shown here.)*

The enormous crowd that had gathered in front of the store looked on in disbelief when a giant hearse pulled up at the store and several scantily clad women wearing the infamous GoldenPalace.com ad tattoo acted as pallbearers for a monstrous coffin. Rodman emerged from the coffin dressed to the nines and wearing a Beetlejuice wig and makeup to greet the many fans and media that were attending the event. Rodman plans to be buried in the very same coffin when he dies and GoldenPalace.com has promised to keep the coffin until that day.

“We are always curious and fascinated by Dennis’ flair for the dramatic,”

laughed GoldenPalace.com CEO Richard Rowe. "Anyone that knows Golden Palace knows that we also enjoy coming up with creative ways to get attention. We wish Dennis the best of luck with his book and we know that people will love to read about his exploits over the years."

GoldenPalace.com and Dennis Rodman have teamed up for several marketing campaigns, including the Running of the Bulls in Pamplona the past two years to raise money and awareness for Multiple Sclerosis.

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: <http://www.GoldenPalace.com>

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