

Marketing With a Twist: Online Casino Bets on Storm Chasers

GoldenPalace.com Helps Disaster Relief with Latest eBay Purchase

AUSTIN, TX (SEND2PRESS NEWSWIRE) – A whirlwind of media attention has surrounded online casino GoldenPalace.com for years due to their innovative and sometimes outrageous marketing campaigns, but their latest eBay purchase will literally put them in the eye of the storm.



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The Antigua-based online casino and poker room paid \$10,000 to advertise on a Hummer H3 Storm Chase Vehicle belonging to The Multi-community Environmental Storm Observatory (M.E.S.O.), a professional environmental studies team.

**(Photo Caption: The storm chaser vehicle sponsored by GoldenPalace.com.)*

“The \$10,000.00 donation to M.E.S.O. will fund their research trip to the plains during the weeks of May 5th through May 21st. Also a large portion of the money will go to disaster relief for tornado and storm victims in the form of checks written to people at disaster scenes, as M.E.S.O. has done on past chases,” according to Allan Detrich, the treasurer and Media Director of M.E.S.O.

“M.E.S.O. is grateful to GoldenPalace.com for their generous donation to our research group.” says Detrich. “Donations are hard to come by in this day and age, but with the recent increase in severe storm activity in the United

States, M.E.S.O., with the support of GoldenPalace.com, will be able to reach out to some of the victims of those horrible storms.”

The Spring storm season traditionally brings severe weather across the United States, concentrated in what is known as “Tornado Alley,” an area that includes Texas, Oklahoma, Kansas, and Nebraska.

“This is a wonderful advertising opportunity as well as a great way to help the victims of these terrible storms,” said GoldenPalace.com CEO Richard Rowe. “We commend M.E.S.O. and their Storm Chasers for their courageous and generous efforts to gather information about the storms and help the people whose lives have been devastated by them.”

Setting the standard in marketing creativity, GoldenPalace.com has devised some of the most exciting and outrageous advertising campaigns in the past few years. Items such as the Virgin Mary Grilled Cheese Sandwich, Britney Spears’ Pregnancy Test, and William Shatner’s Kidney Stone have garnered extensive worldwide media attention for the casino. GoldenPalace.com has also used their items and marketing reach to raise awareness and over \$1,000,000 for various charities worldwide.

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

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