

# Tickle Me Expensive: Online Casino Pays Out \$4200 for Original Elmo Doll

**GoldenPalace.com Adds to Motley Collection of Items-Proceeds Going to Charity**

CLIFTON, N.J. – Sept. 25 (SEND2PRESS NEWSWIRE) – Internet casino GoldenPalace.com expanded their collection of weird and wacky pop-culture items this weekend when they bought the first “T.M.X.” Elmo doll off the production line for \$4200.



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This particular “T.M.X. Elmo,” also referred to as Tickle Me Elmo Extreme, was presented to the TV show “The View” to celebrate the show’s 10th anniversary. The toy is autographed by Elmo muppeteer Kevin Clash and Mattel President Neil Friedman.

The View placed the item up for auction to benefit the Boys & Girls Clubs of America, and GoldenPalace.com won with a high bid of \$4200. The Boys & Girls Clubs of America offers programs and services to promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence.

“This purchase is a wonderful opportunity to help a needy cause, and a great chance to generate some headlines and exposure,” said GoldenPalace.com CEO

Richard Rowe. "Elmo will have a wonderful home in our traveling museum of American pop-culture items."

T.M.X Elmo is expected to be this season's hottest selling toy, and has already made headlines for its insane popularity among parents. A man in Tampa, Florida was robbed at gunpoint for his toy, saying to a 911 operator that the robber said he would have no problem shooting if Elmo wasn't handed over.

Released last Tuesday, Elmo sold out in 10 minutes at the Toys "R" Us in New York's Times Square. This latest edition in the Tickle Me series not only wiggles and giggles but can stand up by itself after falling over.

### **About Golden Palace Casino**

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: [www.GoldenPalace.com](http://www.GoldenPalace.com).

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