

# This Competition Got Really Ugly – Golden Palace Sponsors the World Gurning Competition

EGREMONT, United Kingdom – Sept. 19 (SEND2PRESS NEWSWIRE) – The World Gurning Championships took place at the Egremont crab apple fair which is said to date back to 1267. For those of you not familiar, gurning is the art of contorting one's face.



Send2Press Newswire *Caption: Tommy Mattinson makes a face at the GoldenPalace.net World Gurning Championships 2007.*

Over 42 contestants took part in the Golden Palace world gurning competition. The crowd watched in awe as Tommy Mattinson, gurning great and champion for an impressive 10th consecutive year, gurned himself another trophy. Coming in second place was Gordon Blacklock, and third was Alan (Happy) Hornell.

To select the greatest Gurner, competitors put their faces through a horse's collar, the audience applauds, and whoever receives the greatest applause wins.

Golden Palace CEO Richard Rowe jokingly said: "A lot of people made a face when they heard Golden Palace was sponsoring the event."

Golden Palace 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, Pope Benedict XVI's VW Golf, Britney Spears' Pregnancy Test, and William Shatner's Kidney Stone have garnered extensive worldwide media attention for the casino. Golden Palace has also used their items and marketing reach to raise awareness and over \$1,000,000 for various charities worldwide.

More information: [www.GoldenPalace.net](http://www.GoldenPalace.net)

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