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FOR IMMEDIATE RELEASE

**Inaugural ALS Challenge Me Slot Tournament  
Presented by Valley View Casino & Hotel  
Set for Sunday, August 25, 2019 at Valley View Casino & Hotel**

**SAN DIEGO** — August 7, 2019 –The Inaugural [ALS Challenge Me Slot Tournament](#) will take place on Sunday, August 25, 2019 from 10:00am-4:30pm at Valley View Casino & Hotel: 16300 Nyemii Pass Road, Valley Center, CA 92082. Everyone 21 and over is invited to come have fun while supporting a great cause at this very special event.

100% of the event proceeds will benefit [The ALS Association Greater San Diego Chapter](#) Care Services Initiative – a core program of the ALS Association and its San Diego Chapter that helps maximize health, independence, mobility, safety, and communication abilities for individuals living with ALS throughout San Diego and Imperial Counties.

The participation fee for the ALS Challenge Me Slot Tournament is \$100 and includes entry into the tournament, a free Maine Lobster Buffet and a beautiful commemorative windbreaker jacket. Over \$10,000 in cash prizes will be awarded to the tournament's top scorers including a grand prize of \$2,500 cash and his/hers Citizen watches donated by Unicorn Jewelry in Rancho Bernardo. Signing up to participate is available now at the ALS Challenge Me Slot Tournament link above or at the casino on the day of the event on Sunday, August 25<sup>th</sup>.

"It is an honor and privilege for our team to support as many families as possible that are affected by ALS. At Valley View Casino & Hotel, we are all here to help support those in the Greater San Diego Chapter serve these remarkable families," said Bruce Howard, General Manager of Valley View Casino & Hotel. "In addition to partnering with the ALS Association as the host of their annual Fiesta Fundraising Event held in May, we are proud to be working together to host this first annual casino event with 100% of the event's proceeds going towards helping those affected by ALS."

Tournament check-in will be from 10:00am-2:00pm, the tournament runs from 12:00pm-4:30pm, and the Maine Lobster Buffet will be open for all participants to enjoy from 11:00am-8:00pm. No previous slot tournament or casino experience is required to participate in this charitable event.

“We are very grateful to the Valley View Casino & Hotel team members for their tremendous support for our cause,” said Steve Becvar, Executive Director of The ALS Association Greater San Diego Chapter. “Our partnership has continued to grow over the years and it is because of this support that we are able to help so many people impacted by ALS.”

Nearly 30,000 Americans are living with ALS at any given time, with an average life expectancy of just two to five years. With no known cause, treatment or cure, ALS is a rapidly progressive disease that claims the lives of many people in our region each year. Living with ALS can cost up to \$250,000 annually, depleting families' life savings. The Greater San Diego Chapter offers all services to people with ALS and their families free of charge.

Video - What is ALS? <https://youtu.be/aDpN-6EAd3k>

### **About Valley View Casino & Hotel**

Valley View Casino & Hotel, Southern California's premier gaming destination, combines the thrill of all your favorite slots and table games with beautifully appointed hotel rooms, seven outstanding restaurants and unparalleled guest service. The casino features 2,000 slot machines, exciting table games including blackjack, roulette, pai gow poker, Great 8 and more, as well as the most rewarding Players Club around, offering all new members \$200 in Free Offers with No strings attached and membership is always Free.

Guests can enjoy the spacious Main Casino, a large and private High Limit Slot Area, an innovative slot tournament area, additional amenities and more. For gamers that prefer a non-smoking experience, the separate Non-Smoking Casino features a state-of-the-art air filtration system and over 500 slot machines to choose from.

Exceptional dining options at Valley View Casino & Hotel include the iconic Maine Lobster Buffet; the award-winning Black&Blue Steakhouse and Lounge featuring a spectacular 3,300-gallon saltwater aquarium for guests to admire; The Café, offering gourmet breakfast, brunch and lunch options; Patties & Pints, with delicious American fare and a new craft and draft beer bar; Sweets pastry, coffee and sandwich shop; Stix Asian noodle bar; and Snax 24-hour snack shop.

With four unique bars and free live entertainment every week, there's always something going on at Valley View Casino & Hotel. To extend your fun, the luxury boutique hotel features 12 Luxury Suites (1,000 sq. ft.) and 96 Deluxe Rooms (500 sq. ft.), all with breathtaking views of the Palomar Mountain Range along with free internet, free valet service and a complimentary VIP breakfast.

Valley View Casino & Hotel has once again been named #1 Loosest Slots Casino, #1 Best Promotions and #1 Best Slot Tournaments in the Southern California Gaming Guide's 2018 Reader's Choice Best Casino Awards. Their famous Maine Lobster Buffet offered every night and their world-class Black&Blue Steakhouse continue to win many critically acclaimed awards as well. With millions of dollars in jackpots awarded every month, Valley View Casino & Hotel has solidified its reputation as San Diego's luckiest casino for both slot players and table game players.

Plus, the casino known around Southern California as San Diego's Favorite® does not charge any resort fees, taxes or parking charges, making it a true Vegas experience at a great value. Valley View Casino & Hotel is an enterprise of the San Pasqual Band of Mission Indians. All guests 21 and over are invited to enjoy the casino, hotel and restaurants. Valley View Casino & Hotel is located just 15 minutes northeast of Westfield North

County Mall, just east of Escondido and south of Temecula. For more information about Valley View Casino & Hotel or to book a reservation, please visit [ValleyViewCasino.com](http://ValleyViewCasino.com) or call 760-291-5500.