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## **Felderman wins 2009 Cadillac CTS at New Diamond Jo**

At the beginning of February, the new Port of Dubuque Parking Facility construction was complete and more than 1100 covered, convenient parking spaces became available in the Port. Diamond Jo set out to tell their players about the new parking facility and offered 2 parallel promotions. "Park and Win Giveaway was our way of celebrating the project's completion," Doug Fisher, Director of Marketing at Diamond Jo said. "People who parked in the ramp between February 2 and February 14 received the chance to win a Cadillac CTS instantly, using scratch cards that we gave guests for parking there." The other promotion included a guaranteed grand prize winner on February 15, 2009. Jan Felderman won the grand prize, a 2009 Cadillac CTS.

"Next to my husband, this is the biggest thing I have ever won," Felderman said. Jan is from Dubuque, her and her husband own Felderman Appraisals/Continental Realty. "I am a lucky person but I never guessed that I would win the car!"

When asked what she liked best about playing at the Diamond Jo, she replied, "Diamond Jo makes me feel like I'm in Vegas. I feel so relaxed here and I can come and do my own thing."

During "Park and Win" visitors who parked in the Port of Dubuque Parking Facility claimed instant win prizes totaling nearly \$10,000 in free Diamond Dollars (free slot play at Diamond Jo Casino).

### About Diamond Jo

This year, Diamond Jo team members were voted "Friendliest" and "Most Knowledgeable" riverboat casino employees in Iowa for the seventh consecutive year. An integral part of America's River Project, the Diamond Jo Casino is among the largest employers in Dubuque County and was recognized by the Association of Fundraising Professionals for continued commitment to charitable giving and charitable partnerships. The new land based Diamond Jo opened in December 2008. The \$84 million project includes a full service casino, 30-lane bowling center, dining and entertainment venue.