



*Live it up just down the road*

★ NEWS FOR IMMEDIATE RELEASE ★

## I-269, The Fast Track to Tunica and Tunica Sports Betting Now Open

*Drive to Win marketing campaign promotes new route and recent approval of sports betting while inviting those over 21 to enter to win casino getaways*

**Tunica, Miss., October 29, 2018-** Fasten your seatbelts and study up on your sports knowledge, I-269, the Fast Track to Tunica, is now open along with Tunica sports books and sports betting. I-269 gives westbound visitors to Tunica traveling by car a faster and more direct route to Tunica than ever before. I-269 connects I-69 from Tunica to Interstate 40, Interstate 22, and Highway 385 near Collierville, Tennessee east of Memphis. Sports gambling was approved in Mississippi earlier this summer and now sports books at Tunica casinos are open and taking bets.

"Destination Tunica has eagerly awaited this critical piece of new infrastructure for several years," said Webster Franklin, President and CEO, Tunica Convention and Visitors Bureau. "The opening of the last segment of I-269, the Fast Track to Tunica, could not have come at a better time for the thousands of visitors across the southeast who are now coming to Tunica to take advantage of our six newly opened sports books. Visitors who live in the Nashville, Tennessee; Jackson, Tennessee; Huntsville, Alabama; Birmingham, Alabama and northeast Mississippi areas will now have a faster, safer and more direct route to the exciting live music, gambling and sports wagering entertainment that can be found here in Tunica."

To celebrate the opening of I-269 along with the recent approval of sports gambling in Tunica the Tunica Convention and Visitors Bureau is marketing these new developments under the campaign theme of Drive to Win. The Drive to Win campaign ties the need for teams and individuals to have internal drive in order to win in sports as well as the very literal offensive drives in football and basketball, line drives in baseball, and tee shots in golf known as drives with the physical drive on I-269 or other highways to get to Tunica. Those interested can sign up to win casino hotel getaways at [www.TunicaTravel.com/DrivetoWin](http://www.TunicaTravel.com/DrivetoWin).

**Television Commercial:** <https://www.youtube.com/watch?v=eMgr00Af36I>

### PHOTOS:



**Left to Right starting Third from Left:** Don Davis, Mississippi Division Administrator of the Federal Highway Authority; Mike Tagert, Transportation Commission, North District (right of the I-269 sign); U.S. Senator Cindy Hyde-Smith (holding scissors), U.S. Senator Roger Wicker, Lieutenant Governor Tate Reeves, Mississippi State Senator Robert Jackson join over 300 other officials and community members for the opening of Interstate 269 on October 26 at the Getwell Road Interchange in DeSoto County. (photo credit – Chrissy Garner, Tunica Convention & Visitors Bureau)



**About Tunica**

Located 30 minutes south of Memphis, Tunica is The South's Casino Capital. "Live It Up Just Down the Road" and enjoy eight world-class casinos, 5,000 luxurious hotel rooms, fine-dining restaurants and buffets, headline entertainers, championship golf and tennis, award-winning museums, lavish spas and outlet/antique shopping. Call 1-888-4TUNICA to request a value-packed Winner's Guide, or visit [TunicaTravel.com](http://TunicaTravel.com) for travel information.