

PSG Market Insider



Celebrating a Year of Success at PSG

Dec 31, 2024

As we wrap up another exciting year at Prairie State Gaming, it's time to take a moment to reflect on all the incredible milestones we've achieved together! From launching our food show *Sizzle on the Street* to hosting unforgettable events around Illinois, 2024 has been a whirlwind of activity that has brought us closer to you. Here's a look at what we accomplished this year:

Sizzle on the Street: An Adventure in cuisine and experience

This year, we kicked things off with the launch of [Sizzle on the Street](#), our very own food show that showcased 20 amazing bars and restaurants across the great state of Illinois! Each episode is a delicious deep dive into the heart of dining scenes and hidden gems. We had the pleasure of highlighting the unique stories behind each location, getting to know their passionate owners, and of course, indulging in their mouthwatering dishes and cocktails. From savory bites to slot machine gaming, we brought the flavors of Illinois right to your screen! Check out the entire series on Youtube [here](#)!

In our latest episode of *Sizzle*, we visited JP's Pub & Gaming Too and discovered the best wings ever.

Market Insider: Empowering Business Owners



12/30/24 • Social Media, Marketing Your Business

PROMOTE YOUR EXPERIENCES WITH FACEBOOK EVENTS



12/23/24 • Marketing Your Business, Experiential Marketing

NINE WINTER MARKETING IDEAS TO BOOST TRAFFIC



12/16/24 • Content Creation & Strategy, Marketing Your Business

INCLUDE STAFF IN YOUR SOCIAL MEDIA CONTENT



12/9/24 • Marketing Your Business, Engagement

THIRD-PARTY DELIVERY SERVICES: YAY OR NAY?

In our quest to help businesses thrive, we continued to build [Market Insider](#), our blog dedicated to demystifying marketing for business owners. This year, we covered a range of digital strategies tailored for multiple social media platforms, sharing insights that empower entrepreneurs to elevate their marketing game. Our goal? To turn every

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entrepreneur into a marketing guru, armed with enough tools to dominate the digital landscape—because who wouldn't want to be the most popular kid on the internet block?

Making Connections: 132 Red Carpet Rewards Events

But wait, there's more! We didn't just stop at virtual engagements. Throughout 2024, we hosted **132 events** across the state, where we had the pleasure of meeting many of you in person. These events weren't just about shaking hands; they were filled with fun, excitement, and, yes, SWAG! We handed out bonus entries for Red Carpet Rewards and toured the state to personally deliver some truly [amazing prizes](#), including trips, cash, and fantastic prize packages. Nothing beats the joy of seeing our community come together and celebrate!

The RCR Donation Challenge



This year, we decided to sprinkle a little kindness into our gaming world by partnering with some fantastic charities, including the American Red Cross, the American Cancer Society, the ASPCA, and Folds of Honor. Prairie State Gaming and Red Carpet Rewards launched a state-wide donation challenge that was so easy, even your pet goldfish could have participated—if only they had a smartphone!

As a Red Carpet Rewards member, each check-in at your favorite local PSG spot went to a great cause. Whether you were spinning the reels on thrilling slot machines or just enjoying nachos with your pals, you helped us make a big difference in 2024.

Looking Ahead

As we look to the future, we're more excited than ever about what's to come. We're committed to continuing our journey of engagement, innovation, and growth, and we can't wait to share more adventures with you in the new year.

Thank you for being a part of our story in 2024. Here's to many more delicious bites, insightful marketing tips, and unforgettable events in the year ahead!

Cheers to a fantastic year!

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Prairie State Gaming

prairiestategaming.com

Some restrictions apply. Must be 21 to play or redeem offers. Promotional rules available on request. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537) or text "GAMB" to 833234. Individuals can enroll in the IGB Self-Exclusion Program at all of the IGB offices located at all casinos. Additional information can be found at igb.illinois.gov/help-for-problem-gamblers