



Photo Advisory

Madonna-Inspired Fashion Show Lights Up the Runway in Aristocrat's Booth at G2E 2017

WHO:

Aristocrat and 6 models dressed in Madonna-inspired fashions

WHAT:

Runway walk and launch of the new Madonna Lucky Star™ slot game

WHEN:

Tuesday, October 3, 11:00 a.m.

WHERE:

Aristocrat's G2E booth #1141

The runway will be inside the Music Center in Aristocrat's booth. A live DJ will be spinning tunes in the Music Center throughout the show.

WHY:

To celebrate the launch of the new Madonna Lucky Star™ slot game. Aristocrat recently licensed the Madonna brand for a new multi-game slot deal, and the company will be causing a commotion when it unveils the first Madonna™ Slot Game at G2E. Each Madonna Slot Game will be themed with its own unique game play, inspired by and including Madonna's popular hit songs from her most memorable eras.

411:

Since arriving on the Hot 100 with "Holiday" in the week of Oct. 29, 1983, Grammy Award-winning, Rock and Roll Hall of Fame inductee Madonna has earned a total of 57 chart hits, including a record 38 Top 10 singles. Madonna also holds the title of the highest-grossing solo touring female artist in Billboard Boxscore history.

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