



PRESS RELEASE

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Defy the Odds to Win \$2 Million in Twin Peaks' 2023 Bracket Challenge

The ultimate sports lodge to also give away FREE Twin Peaks for a year and gift cards

DALLAS (March 9, 2023) – [Twin Peaks Restaurant](#) is teaming up with Dos Equis again for the ultimate bracket giveaway!

Starting March 12, basketball fans can put their college basketball knowledge — and luck — to the test with a chance to win the [Twin Peaks \\$2 Million Bracket Challenge](#). The ultimate sports lodge's definitive test will award \$2 million or, better yet, *Dos Million* to the fan who does the impossible and submits a perfect bracket to their website.*

Of course, Twin Peaks knows about the impossible odds of predicting the perfect bracket — a one in 9.2 quintillion chance. Therefore, the ultimate sports lodge is also offering the best overall bracket FREE Twin Peaks for a year** and rewarding the top bracket at each local lodge with a \$50 Twin Peaks Gift Card.

The winning doesn't stop there! Guests who simply complete their bracket will receive FREE chips and queso and the opportunity to join Twin Peaks' eClub, Friends of the Peaks, to stay updated on their favorite lodge.

Participants must [register online](#) and will have from Sunday, March 12, until Thursday, March 16, at noon EST to submit their complete bracket prediction. Winners will be announced on Wednesday, April 5. Guests can also visit the leaderboard throughout the tournament to monitor their results and standings, including for the prize options.

“With Twin Peaks being the ultimate sports lodge and sports mecca by offering 29-degree beers, multiple TVs, and scenic views, it makes perfect sense to provide the ultimate challenge again,” said Twin Peaks CEO Joe Hummel.

From the first tipoff to cutting down the net after the national championship, Twin Peaks will be the tournament HQ with wall-to-wall TVs playing every upset, buzzer-beater, and tournament blowout while offering more than just traditional draft beer and bar food.

In addition to the wide selection of draft favorites, the ultimate sports lodge has refreshed its robust beverage menu with new sophisticated tequilas, on-trend espresso martinis, and Twin Peaks' hand-selected bourbons. Whether it's a rare bourbon or tequila poured over a crystal-clear ice ball or a hand-crafted cocktail, Twin Peaks has something for everyone. Add in a made-from-scratch kitchen bursting with flavors with a wide array of menu items, including hand-smashed burgers seared to order, beer-battered chicken tenders, a perfectly hand-trimmed New York Strip steak, and service from the friendly Twin Peaks Girls — it is a one-of-a-kind sports bar experience.

For more information on Twin Peaks or to view the menu, visit twinpeaksrestaurant.com.

**The \$2 million grand prize will be awarded in the form of a 40-year annuity.*

***The Twin Peaks for a Year prize will be awarded in the form of \$5,000 worth of e-gift cards.*

Official Rules: No purchase necessary. Must be legal resident of (50) U.S. or D.C., age 21 or older. See official rules at www.TwinPeaksBracketChallenge.com. Bracket prediction entry must be submitted by noon EST on 3/16/23. Odds of winning based upon skill of entrant to correctly predict bracket winners. Void where prohibited. SPONSOR: Twin Peaks Restaurants.

About Twin Peaks

Founded in 2005 in the Dallas suburb of Lewisville, Twin Peaks now has nearly 100 locations in the U.S. and Mexico. Twin Peaks is the ultimate sports lodge featuring made-from-scratch food and the coldest beer in the business surrounded by scenic views and the latest in high-definition TVs. At every Twin Peaks, guests are immediately welcomed by a friendly Twin Peaks Girl and served up a menu made for MVPs. From its smashed and seared-to-order burgers to its in-house smoked brisket, pork ribs, and smoked wings, Twin Peaks' menu is ready to satisfy every appetite. To learn more about franchise opportunities, visit twinpeaksfranchise.com. For more information, visit twinpeaksrestaurant.com.

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