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HOME > PRESS RELEASES

# TWINSPIRES SPORTSBOOK LAUNCHES IN MICHIGAN WITH TWO BIG OFFERS



Andrew Brown   
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TwinSpires, the Churchill Downs-owned industry-leading online wagering platform for horse racing, sports, and casino, is excited to launch its sports betting and casino app and desktop product in Michigan today.

To celebrate the commencement of online sports and casino betting in the Wolverine State, TwinSpires is offering Michiganders its best new player sign-up offers yet.

New TwinSpires online sports bettors can be eligible for up to \$1,000 in bonus bets to utilize over a 7-day period. New TwinSpires online casino players can be eligible to play their first 24 hours risk-free up to \$500.



"Michigan sports fans have been waiting patiently for this day to arrive and with Championship Sunday this weekend, and the Super Bowl just around the corner, it couldn't be better timing," said Ian Williams, President of TwinSpires.

"TwinSpires is thrilled to be launching in Michigan and we look forward to providing our new online sports and casino players in the Wolverine State with the best product, promotions and offers."

TwinSpires' parent company, [Churchill Downs Incorporated](#), recently announced that all of its [BetAmerica](#) sportsbooks would rebrand as [TwinSpires](#) in the first half of 2021. The mix of retail and online sportsbooks that will transition to the TwinSpires brand are currently available in [New Jersey](#), [Pennsylvania](#), [Indiana](#), [Mississippi](#), and [Colorado](#).

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