



## NEWS AND PICTORIAL ALERT

### UPPING THE ANTE FOR THE E.J. WHITTEN POKER TOURNAMENT **THURSDAY 17 JUNE 2010 AT 7.30PM**

**Tuesday 15 June 2010. Melbourne, Australia.** Stop the Press! Crown is upping the ante for the inaugural E.J. Whitten Poker Tournament in support of the not-for-profit charity, The E.J. Whitten Foundation. Thursday night will flaunt a star-studded red carpet arrival of celebrity guests including; Gary Ablett Jnr, Adam Cooney, Sam Kekovich, Nathan Brown and Billy Brownless to name a few, who will take a seat for charity and volunteer a hand to help raise funds.

<b>EVENT:</b>	2010 E.J. Whitten Poker Tournament
<b>DATE:</b>	Thursday 17 June 2010
<b>TIMINGS:</b>	6.30pm: MC Nathan Brown welcomes guests and 'Learn To Play Sessions' commence 7.30pm: Official Start <i>Please note, this event is expected to run for approximately 5-6 hours</i>
<b>LOCATION:</b>	Crown Poker Room (Level B2, Crown Entertainment Complex)
<b>MEDIA:</b>	<b>For Media Accreditation please contact Nicole Vignone from the Crown Media Relations Department on <a href="mailto:nicoley@crownmelbourne.com.au">nicoley@crownmelbourne.com.au</a></b>
<b>GUESTS:</b>	High profile guests giving up their time for charity include; Adam Cooney, Adam Schneider, Ang Christou, Anthony Koutoufides, Brad Sewell, Bryce Gibbs, Campbell Brown, Eddie Betts, Gary Ablett Jnr, Glen Archer, Jeanie Hachem, Jimmy Bartel, Josh Gibson, Lauren Phillips, Marc Murphy, Nathan Brown, Richie Vandenberg, Sam Greco and Sam Kekovich.
<b>DETAILS:</b>	<p>The E.J. Whitten Foundation is a leading men's health not-for-profit charity organisation in Australia increasing the awareness of prostate cancer and raising funds for research into the disease. By providing an array of fundraising activities for the Australian community, everyone has the opportunity to assist with the fight against prostate cancer.</p> <p>Tony Hachem, E.J. Whitten Ambassador believes, "Our help can change the lives of those affected by prostate cancer and help them find information, support and hope when they need it most".</p> <p>Hosted by Tony Hachem in the High Limit Area of the Crown Poker Room the event is open for the public to clash amongst celebrities and past and present AFL players. A \$300 buy-in event with \$100 rebuys will see the E.J. Whitten poker Champion take home an esteemed \$10,600 seat at Crown's 2011 Aussie Millions.</p>

For further information including media accreditation, images or interviews please contact:

Natasha Stipanov  
Media Relations Manager - Gaming  
Crown Melbourne Limited  
T. +61 3 9292 8671  
E. [natashas@crownmelbourne.com.au](mailto:natashas@crownmelbourne.com.au)

Ann Peacock  
GM - Public Relations  
Crown Melbourne Limited  
T. +61 3 9292 8607  
E. [annp@crownmelbourne.com.au](mailto:annp@crownmelbourne.com.au)