

Wednesday, 5 October 2016

## Crown Splashes Pink with Annual Charity Pink Poker Tournament!



Left to right: Rayne Embley, Nicole Jameson, Justin Langer, Richie Strahan, Jenny Rogers, Carmelo Pizzino, Bernadette Bosnac, Andrew Embley and Linda Parri

Last night over 70 Perth media, celebrities and sporting personalities put on their poker face and tried their luck against some of Perth's most experienced Poker players at **Crown's annual Pink Poker Tournament** for the National Breast Cancer Foundation.

This year's event successfully raised \$12,355 which was matched by Crown Perth, taking the total up to \$24,710 for the National Breast Cancer Foundation (NBCF) as part of Breast Cancer Month. The donation will be presented to the Foundation at the annual Global Illumination Touch of Pink Breakfast in the Astral Ballroom at Crown Perth on Tuesday, 11 October.

Since starting in 2011, the charity tournament has helped raise more than \$130,000 with all proceeds assisting NCBF's funding for innovative projects that investigate new avenues for treatment, and new applications for existing treatments to improve outcomes for breast cancer patients.

Paul Murray took out first place, securing his seat in the Perth Poker Champs Main Event and Lido Biletic took home second place winning a luxurious Crown Metropal package! Other notable players included The Bachelor's Richie Strahan, Carmelo Pizzino, Andrew and Rayne Embley, Soa the Hulk, Justin Langer and Adam Griffith, all who dug deep for this important cause! A live auction was a hit with sporting memorabilia from the recent Malaysian Formula One Champion Daniel Ricciardo being the highlight, as well as a signed football from the Fremantle Dockers and a Joe Hachem framed and signed poker shirt.

The entire Poker Pit was decked out in pink for the event, complete with pink decorations, canapés and beverages, and our croupiers and wait staff proudly wore Pink Poker event t-shirts.

# MEDIA RELEASE

In addition to Pink events held throughout October, Crown Perth has joined the Global Illumination initiative and turned the resort's exterior lighting pink for the month. Customers can also purchase Pink Ribbon merchandise from key locations throughout the resort, and as always, Crown staff will get behind the fundraising efforts, supporting Pink Ribbon Day on Monday, 24 October.

A very special thanks to event sponsors, Fine Wine Partners, Print Logic, Burswood Trophies, Party Town, Rockpool Foundation, West Coast Eagles, Fremantle Dockers, Perth Racing, Linneys, Retravision, Bonds Security and Thor Technologies for their generous support of Pink Poker 2016!

**-ENDS-**

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Notes to Editors:

To find out how you can support Breast Cancer Month, visit [www.nbcf.org.au](http://www.nbcf.org.au)