



For Immediate Release:

## **The 2<sup>nd</sup> Annual Chad Brown Memorial Poker Tournament Benefitting the T.J. Martell Foundation Announced**

July 2, 2015 – Planet Hollywood Resort & Casino Las Vegas

**Las Vegas, Nevada – (June 3, 2015)** - The T.J. Martell Foundation for Leukemia, Cancer & AIDS Research has announced the 2<sup>nd</sup> Annual Chad Brown Memorial Poker Tournament to be held Thursday, July 2, 2015 at Planet Hollywood Resort & Casino in Las Vegas. The event is being hosted by professional poker player and television personality Maria Ho. The event will start with a 6:00 p.m. Cocktail Reception followed by a 7:00 p.m. Tournament.



Chad Brown achieved fame as a television personality and top professional poker player – earning over \$3.5 million during his career on the poker circuit. Within the poker community, Chad was widely regarded as ‘the nicest guy in the game, universally respected for his character, good nature, and affable personality. In 2014, at the age of 52, Chad succumbed to cancer. With his passing, the poker community lost a popular and beloved champion and fellow player. In the summer of 2014, the World

Series of Poker (WSOP) honored Chad with the first ever honorary WSOP Championship Bracelet. Shortly thereafter, on July 2<sup>nd</sup>, 2014 Chad lost his battle with sarcoma surrounded by family and friends in New York City. This year’s tournament takes place one year to the date of his passing.

“This annual event will always be a celebration of Chad’s life. Chad touched so many so deeply and this is a way to keep his memory alive,” said host Maria Ho.



Proceeds from the tournament will help raise funds for important research for the T.J. Martell Foundation’s Sarcoma Research Projects. These funds will drive clinical trials and new drug discoveries that will help save lives.

For the first year since the tournament began, Caesar's Entertainment has donated a 2015 WSOP (World Series of Poker) Main Event Seat. Additionally PokerStars has again donated a Main Event Seat for the 2016 PCA in the Bahamas also as a top prize for the tournament. Other prizes offered include a WPT seat and VIP package, HPT seat, mentoring with Zen Poker, \$500 credit with WPT Travel, Poker Academy training with last year's winner Rick Fuller and much more.



The Main Event No Limit Hold 'Em Tournament begins at 7pm. Tournament entry is \$200 + \$40. Rebuys and Add-ons are \$100.

Additionally, Planet Hollywood is promoting the "Suck Out Sarcoma" campaign throughout all of their Phamous Poker Series Goliath: May 31-July 5, 2015. The "Suck Out Sarcoma" campaign encourages poker tournament players to donate 1% of their winnings to The T.J. Martell Foundation. All funds collected will go to the Chad Brown Memorial Poker Tournament Fund for Sarcoma Research.

"We are very proud of the association with the Chad Brown Memorial Poker Tournament and Planet Hollywood," said Laura Heatherly, CEO of The T.J. Martell Foundation. Presently, besides our other cancer research programs, we are supporting cutting-edge sarcoma research at flagship hospitals in the United States. We look forward to the day when we can conquer this devastating disease."

More information on the event can be requested by emailing [info@downtownchadbrown.org](mailto:info@downtownchadbrown.org) or visiting [www.tjmartell.org](http://www.tjmartell.org). For more event information contact Jennifer Winter at [winjstar@gmail.com](mailto:winjstar@gmail.com) or visit [www.downtownchadbrown.org](http://www.downtownchadbrown.org)

#### **ABOUT THE T.J. MARTELL FOUNDATION:**

The T.J. Martell Foundation is the music industry's largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS. The Foundation, headquartered in New York, is a national 501(c)3 non-profit organization that was founded in 1975 by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. The Foundation has provided more than \$270 million dollars for research that supports top hospitals in the United States. For more information click on the T.J. Martell Foundation go to [www.tjmartell.org](http://www.tjmartell.org)  
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