



For Immediate Release:

The 2nd Annual Chad Brown Memorial Poker Tournament Brings Together Stars and Raises \$80,000 for the T.J. Martell Foundation at Planet Hollywood Resort & Casino in Las Vegas



Las Vegas, Nevada – (July 6 2015) – The 2nd Annual Chad Brown Memorial Poker Tournament held at Planet Hollywood Resort & Casino in Los Vegas on July 2nd raised \$80,000 for The T.J. Martell Foundation for Leukemia, Cancer & AIDS Research.

(photo left: Actress Jennifer Tilly, professional poker player Vanessa Selbst, event coordinator Jennifer Winter and host and tournament winner Maria Ho)

Stars from Poker, Television, Film and Las Vegas all gathered for the celebration of professional poker player and television personality Chad Brown’s life. Brown lost his battle with sarcoma in 2014 at the age of 52. Maria Ho who hosted the tournament also walked away the winner. (photo right: Gary Thompson, Caesar’s Entertainment and Laura Heatherly, CEO T.J. Martell Foundation).



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. This year’s tournament took place one year to the date of his passing. The funds raised will provide funding for clinical trials and new drug discoveries that will help save lives.



(photo left: Actress Jennifer Tilly at the table at the Memorial Tournament)

For the first year since the tournament began, Caesar’s Entertainment donated a 2015 WSOP (World Series of Poker) Main Event Seat. Additionally Poker.Stars donated a Main Event Seat for the 2016 PCA in the Bahamas also as a top prize for the tournament. Other prizes included 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 (Host Maria Ho and guests)





“We are thrilled about the association with the Chad Brown Memorial Poker Tournament and Planet Hollywood,” said Laura Heatherly, CEO of The T.J. Martell Foundation. The monies raised at this 2nd annual tournament will support cutting-edge sarcoma research at flagship hospitals in the United States. We look forward to the day when we can conquer this devastating disease.”

(photo left: l to r-Tom Jenkin, Global President, Caesar’s Entertainment, Blake Segal, VP of Operations, Caesar’s Entertainment, Mark Frissora, CEO Caesar’s Entertainment, Laura Heatherly, CEO T.J. Martell Foundation, Maria Ho, host, professional poker player and television personality, David Hoenemeyer, Regional President Planet Hollywood Resort & Casino, Paris Las Vegas and Bally’s and Chris Gawlik, Poker Room Manager)

More photos from event available upon request. Link to lo-res viewing photos here: http://mm.gettyimages.com/mm/nicePath/gyipa_public?nav=pr287022892. All photos available at Getty Images/All photo credits: Getty Images for The T.J. Martell Foundation|

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
www.facebook.com/tjmartellfoundation
www.twitter.com/tjmartell
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(photo right: Laura Heatherly, CEO of T.J. Martell Foundation and Arthur “Ace Mac” McFarland)

PRESS CONTACT:

Caroline Galloway
caroline@m2mpr.com
M2M PR
(440) 591-3807
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