



PRESS RELEASE

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**An evening of "Dolce Vita da ricordare"\* at Casino Café de Paris on Saturday 6th July 2019!**

*\*to remember*

Following the effervescence of the Roaring Twenties in 2018 and the magic of "Winter Chic" in February, Casino Café de Paris is having another makeover on Saturday 6th July 2019 to celebrate summer, with an evening under the theme of Dolce Vita, in honour of its players. An ode to the glamour and the care-free attitude of the Riviera of the 1950s and 60s, this evening will transport guests to a festive and joyful universe, where Vespas, pin-ups and crooners will put on a show into the early hours.

**The casino that loves you celebrates the gentle life**

Casino Café de Paris, which has the most attractive selection of slot machines in Europe and is appreciated by local and international customers, is once again proving its attachment to its players by putting on a show with the promise of a new enchanted and sunny experience. On Saturday 6th July, to thank its members and to welcome new customers, the Casino will be plunged into a very sweet and gentle atmosphere where the lifestyle and care-free attitude of the 1950s and 60s will be spotlighted.

Members of the My Monte-Carlo programme will be welcomed in exclusivity from 7pm by a majestic show on Place du Casino, with artists moving through the air thanks to bouquets of balloons in the image of Casino Café de Paris, and musicians will set the festive and sparkling mood as guests enter the venue. They will then move to the completely transformed casino, with fountains, Vespas and pin-ups offering limoncello, spritzers and toffee apples to get the evening off to a good start. A cocktail creation will be served from a fifties' style petrol pump and musicians, crooners and DJs will get the whole place moving and ensure that everyone fully enjoys the thrills of gaming. VIP customers will be received in a space inspired by the loveliest beaches on the Riviera during the era. The Casino will then open to the public at 10pm, with the chance of winning a night in the sublime Princesse Grace Suite in Hôtel de Paris Monte-Carlo, the most exclusive setting on the Riviera with its 910 m<sup>2</sup> and a spectacular view of the Mediterranean.

The night will continue with even more surprises: from midnight until 2am, every 10 minutes *Mystery Jackpots* of €500 will randomly fall in the slot machines in Casino de Café de Paris to delight guests.

Casino Café de Paris is strengthening its positioning with local customers as a friendly venue thanks to the hospitality and service of Monte-Carlo.

As Rudy Tarditi, director of Casino Café de Paris, explains:

*"The players themselves describe the venue as a warm place, synonymous with pleasure and entertainment. At Casino Café de Paris, the staff maintains strong links with the customers, and this pays off in terms of their loyalty. Every day, this is demonstrated in many ways: generous winnings, delicacies and beverages served at the slot machines, free parking, etc. These gestures all justify the signature of the venue: "the Casino that loves you.""*

### **The art of hospitality by My Monte-Carlo**

Offered as an exclusive preview to its members, the Dolce Vita event is part of the exclusive experiences provided within the framework of the My Monte-Carlo loyalty programme, which today has over 27,000 members. The programme is open free of charge to customers of the casinos and all of the establishments of Monte-Carlo Société des Bains de Mer. Thanks to Loyalty Points earned, customers can benefit from numerous advantages to play (free entrance and valet parking for Casino de Monte-Carlo, access to private rooms, participation in exceptional evenings and tournaments, etc.), to stay in Monaco (upgrade and special welcome pack provided in the room, access to the well-being spaces of the Resort, early check-in and late check-out, transfer by limousine from Nice, etc.), but also to eat, go shopping and enjoy entertainment with the best seats proposed for events and shows.

#### Practical information

Dolce Vita night on 6th July 2019

7pm to 10pm: by invitation – members of the My Monte-Carlo programme

Dress code: evening dress

Open to the public from 10pm

#### **About Monte-Carlo Société des Bains de Mer**

Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, dedicated to well-being and preventive health, 30 restaurants including five that together have seven Michelin Guide stars. A hub of night-life, the Group offers an incredible selection of events, including the Monte-Carlo Sporting Summer Festival and the Monte-Carlo Jazz Festival. At the end of 2018, Monte-Carlo Société des Bains de Mer is completing four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo, with luxury accommodation, shops, restaurants and a conference centre. The vision of Groupe Monte-Carlo Société des Bains de Mer for 2020 is to make Monte-Carlo the most exclusive experience in Europe.

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