

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



PRESS RELEASE

MONACO, 21ST JANUARY 2019



Winter Chic Soirée at the Casino Café de Paris, Friday 1st February 2019

“Anyone who’s anyone spends the winter in Monte-Carlo”, or so Jean-Gabriel Domergue illustrated with his 1937 poster *Les gens chics sont l’hiver à Monte-Carlo*, adopted by the Casino Café de Paris as the underlying concept for its exclusive evening event.

1 February 2019 from 6 pm onwards in Monaco. The largest slot machine park in Europe is pulling out all the stops once again as it rolls out a magical white carpet for its guests. The event is reserved for returning clients from 6 pm until 9 pm, after which the event opens its doors to the general public.

Breathtaking ice decorations meet the thrill of casino games, for one night only.

As well as gambling, the Winter Chic Soirée is set to include dancing, exclusive surprises, champagne and spellbinding entertainment.

Upon arriving at the Casino’s very own winter wonderland, guests are escorted into a magical universe, worthy of the most enchanting of winter fairy tales, welcomed by giant stilt-walkers magically appearing out of a glowing horse-drawn carriage.

The delicate sounds of a violin accompany the guests to the inside of the Casino Café de Paris, transformed into a real-life snow palace.

Surrounded by enchanting ice sculptures and magical lights, guests will be presented throughout the night with surprise games at random by special performers.

An innovative experience provided by My Monte-Carlo, a loyalty programme bringing you good luck, time after time!

Launched by Monte-Carlo Société des Bains de Mer almost a year ago, My Monte-Carlo is the 100% free loyalty programme that allows Casino de Monte-Carlo, Sun Casino, Casino Café de Paris and Monte-Carlo Bay Casino clients to benefit from special assistance, exclusive advantages and participation in unique events. The scheme will soon be extended to all Monte-Carlo Société des Bains de Mer activities.

The programme already has 19,000 subscribers, all invited to attend this spectacular event from 6 pm. At 9 pm, they will then be joined by a number of other gambling aficionados when the doors open to the public.

“Offering our guests unique and captivating experiences is written in our DNA. The new My Monte-Carlo loyalty programme is one of our strategic growth drivers. The Winter Chic Soirée is a chance for us to thank our very best customers, honouring their loyalty through a premium event,” says Pascal Camia, Gaming Managing Director of Monte-Carlo Société des Bains de Mer. “Following the Roaring Twenties event on the 23rd of June 2018, the Winter Chic Soirée offers a new opportunity for the Casino Café de Paris to demonstrate its standing as a casino that really cares for its clients,” adds Pascal Camia.

About the Casino Café de Paris

Highly esteemed by locals in Cannes and San Remo, as well as by its international clients, the Casino Café de Paris currently offers the most attractive slot machine fleet in Europe and potential winnings of up to a spectacular 1 million euros. Fully renovated in 2016, the Casino Café de Paris combines traditional table games with 480 latest-generation slot machines, 150 of which are located on a stunning open-air terrace. Open 24 hours a day, there’s nothing stopping you: come and try your luck!

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.

Press Contact

Monte-Carlo Société des Bains de Mer
T.377 98 06 64 14 / presse@sbm.mc



montecarlosbm.com @montecarlosbm #mymontecarlo