

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



PRESS RELEASE

Monaco, November 23rd 2020



Casino de Monte-Carlo earns the 'Community Award' For its #StrongTogether movement

Having already been doubly rewarded this year with the 'Casino of the year' title, awarded for the 2nd year by the Global Gaming Awards, and that of 'Best Gaming Operator UK & Europe 2020' from the International Gaming Awards, the Monte-Carlo Casino ends this year of recognition from its peers with, on 18 November 2020, a 'Community Award' from the Industry Gaming Awards. A prize that rewards the commitment of Casinos de Monaco to the community during the pandemic, with the solidarity movement created around #StrongTogether in March 2020.

#StrongTogether: a solidarity movement with a message of hope that has gone viral



At the beginning of the Covid-19 pandemic in March, the Monte-Carlo Société des Bains de Mer casino teams launched #StrongTogether. More than a hashtag, it was a genuine movement of solidarity, bringing a message of hope, with Monaco's colours as its background, and dedicated to the community.

#StrongTogether was deployed on 27 March 2020 on the front of the Monte-Carlo Casino, like a "beacon in the night", according to Pascal Camia, Executive Director of Gaming.

Supported by the Chairmanship and the entire Monte-Carlo Société des Bains de Mer Group, #StrongTogether quickly became popular and gained the commitment of the Monaco community. Under the leadership of H.S.H Prince Albert II, employees, residents and institutions rallied to the movement, spreading the message. National momentum was created. And thanks to social media it spread beyond the borders.

With this 'Community Award', all the Group Monte-Carlo Société des Bains de Mer is rewarded

Under the #StrongTogether banner, charitable actions were put in place by employees of the Monte-Carlo Société des Bains de Mer Group, to support nurses and other entities working on the front line to manage the Covid-19 pandemic. Fundraising was organised, dishes were prepared by employees in the Group's kitchens and delivered to the staff of the Princess Grace Hospital and retirement homes in Monaco.

It is this movement, created by the Monte-Carlo Casino, that was rewarded on 18 November by the 'Industry Community Awards', in the 'Community Award' category. An initiative that stood out from those of the other finalists nominated – casinos, hotels & resorts – all part of the international gaming industry.



The 'Industry Community Awards' were created this year by the English Group Clever Duck Media, the organiser of the 'International Gaming Awards', which in February awarded the Monte-Carlo Casino the 'Best UK & Europe Casino Operator' award.

These new Awards reward the individuals and companies in the gaming industry and the Resort Hotels and casinos, which have gone beyond the framework of their usual activities to combat the difficult situation linked to the Covid-19 pandemic. They salute non-profit social actions that have beneficial consequences for the whole country.



Jean-Luc Biamonti, Deputy Chairman of Monte-Carlo Société des Bains de Mer, said on this occasion:

"The 'Community Award' rewards the Casino de Monte-Carlo for its solidarity action supported by all employees of the Monte-Carlo Société des Bains de Mer Group and conducted during the crisis linked to the Covid-19 pandemic. An action in favour of the community, and relayed nationally. This is new recognition by our peers of our vision of gaming in Monaco, of which we are particularly proud".

[Download high-resolution pictures here](#)

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 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, 30 restaurants including five that together have seven Michelin Guide stars. A hub of nightlife, the Group offers an incredible selection of events. The metamorphose of Hôtel de Paris Monte-Carlo, the creation of a new district around Place du Casino, One Monte-Carlo (luxury accommodation, shops, restaurants and a conference centre), the new Place du Casino contribute to make Monte-Carlo the most exclusive experience in Europe.

A propos des Industry Community Awards 2020:

Clever Duck Media is proud to introduce its new and innovative award program dedicated to the gaming industry, online and live. This program was created to honour companies and people involved during worldwide covid-19 pandemic who carry out actions hereafter their routine activities in order to support their community.

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