

PRESS RELEASE

Monaco, January 17th 2023



The winner, **Martine ELENA**, with **Georges MARSAN**, Mayor of Monaco, **Hervé AESCHBACK**, Fight Aids Co-ordinator, **Sabine STEINER-TOESCA**, participant in the tournament and Fight Aids treasurer, **Rudy TARDITI**, Director of Casinos, **Christine BARCA**, Fight Aids Secretary General, **Stéphane VALERI**, SBM Director and **Erin LYDON**, Chair of the Poker Power Association in the United States

Ladies Poker Power

1st women's poker tournament organised by Casino de Monte-Carlo to raise money for Fight Aids Monaco

On Saturday 14 January, Casino de Monte-Carlo organised *Ladies Poker Power*, the very first women's poker tournament in aid of charity, in which 20 women from Monaco took part in a friendly competition to raise money for the Fight Aids Monaco association. The prize of €10,000 offered by Monte-Carlo Société des Bains de Mer was donated to the Monaco-based association founded by H.S.H. Princess Stéphanie. The participants, most of whom were novices, discovered the unexpected qualities that this game allows to develop. By using this event to show that gaming is a valuable form of entertainment, Casino de Monte-Carlo put the spotlight on "responsible" Luxury Gaming.

A first for Casino de Monte-Carlo

This was the first time a tournament was dedicated exclusively to women. The initiative came from Rudy Tarditi, Director of Casinos de Monaco, supported by Monte-Carlo Société des Bains de Mer Group and inspired by the American *Poker Power* concept. This unique event served two purposes:

- . Raise awareness of this game, which is still uncommon among women and which helps to develop many qualities: the art of negotiation, patience and discipline (being able to say stop), learning from one's mistakes, risk management, attention to others, etc., all of which are valuable assets in professional and personal life.
- . Raise money for the Fight Aids Monaco association.

These two objectives are in full support of the "Responsible Gaming" strategy obtained by Casino de Monte-Carlo since 2019, recognition by the gaming industry of the casino's approach implemented to ensure that gaming is above all fun and a fulfilling form of entertainment.

A friendly tournament that brought together 20 "pioneers"

20 "pioneers" from the Monaco economic, political or associative world came together, for the most part to discover this game and to tell others about it, to raise funds for a noble cause.

They took part in two initiation sessions proposed by Casino de Monte-Carlo on 10 December and 7 January. Along with having fun, the participants also met some wonderful people and took their place for the very first time at the gaming tables of Casino de Monte-Carlo.

The tournament took place on 14 January in the Salle Medecin of Casino de Monte-Carlo, the historic setting for the most prestigious tournaments, from 2pm to 6.30pm, in a joyful atmosphere.

It ended with a prize ceremony and a cocktail in the presence of Georges Marsan, Mayor of Monaco, Stéphane Valeri, Monte-Carlo Société des Bains de Mer Director, Pascal Camia, Director of Monte-Carlo Société des Bains de Mer Casino, Hotel & Restaurant Operations, Rudy Tarditi, Director of Casinos de Monaco, Hulya Biren, Special Advisor to the Deputy Chairman, Christine Barca, Secretary General of the Fight Aids Monaco association and Erin Lydon, Chairwoman of Poker Power Chicago.

Winners and prizes of Ladies Poker Power

. Winner: Martine Elena

Prize pool of €10,000 donated to the Fight Aids Monaco association + Lunch at Louis XV - Alain Ducasse at Hôtel de Paris Monte-Carlo for 2 people

. Second place: Cécile Noguer

Lunch at Pavillon Monte-Carlo Yannick Alléno at Hôtel Hermitage Monte-Carlo for 2 people

. Third place: Valérie Bothy

Lunch at Le Grill at Hôtel de Paris Monte-Carlo for 2 people

The Ladies Poker Power was won by Martine Elena, who said on this occasion:

"Fun was the key, and I had a lot of fun. I spent an extraordinary afternoon with you all, and I am especially very happy to have contributed to the action of the Fight Aids Monaco association."

I congratulate our champions who were so involved in this event. I thank them, and Casino de Monte-Carlo employees, because by bringing this unprecedented event to life in Monaco, everyone served a noble cause and spotlighted the greatest aspects of gaming: entertainment, personal development and wonderful encounters," commented Rudy Tarditi, Director of Casinos de Monaco.

[Download 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 4 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 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.

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