



ALL IN FOR CLIMATE CHANGE
CELEBRITY POKER CHARITY TOURNAMENT

FOR IMMEDIATE RELEASE
DATE: March 18, 2008

CONTACT: G. Douglas Dreisbach
editor@southern gaming.com
502.777.3711

**Poker Professionals, Phil Hellmuth, Jr. & Robert Williamson III to Host
Kentucky Derby Poker Championship: All In For Climate Change
(Caesars Indiana, May 3, 2008)**

Poker pros Phil Hellmuth, Jr. and Robert Williamson III will host the *Kentucky Derby Poker Championship*, a Pro-Celebrity Poker Charity Tournament, at Caesars Indiana on Saturday, May 3, 2008 following the 134th running of the Kentucky Derby. The primary beneficiary charities are the international *Red Cross/Red Crescent Climate Centre*, focused on saving vulnerable communities increasingly affected by floods and droughts, and the *Health and Climate Foundation*, focused on fighting dangerous epidemics of malaria and other diseases around the world. In addition, a portion of the proceeds will also benefit the *Robby Albarado Foundation*, a non-profit organization established to assist homeless, socially and economically disadvantaged individuals.

In addition to Hellmuth and Williamson, there will be several other high profile celebrities and poker players playing in the tournament combining efforts to support the work of the charities in Africa and Louisville, Kentucky.

The \$2,500 buy-in event is scheduled to kick-off at 8:30 p.m. following a Red Carpet Welcome Reception beginning at 7:00 pm. The tournament will include rebuys until the first break and a one-time add-on at the end of the rebuy period.

The tournament was created to raise the awareness of climate change and its impact on all communities, particularly those that are poor and underdeveloped.

“I’m really excited to be co-hosting this event with Robert Williamson III and to support such an important cause. The climate is changing and its impacts will hit the poor hardest, as Hurricane

Katrina showed us. Anything we can do to raise awareness of this issue and help save lives is important,” said Phil Hellmuth, Jr., who will simultaneously emcee and play in the tournament.

Caesars Indiana, located just minutes from Louisville, Kentucky, and Churchill Downs, will run satellite and freeroll tournaments throughout March and April where the winners will receive seats into the main event and a chance to play with the pros and celebrities. For a schedule of the satellite and freeroll tournaments or to pre-register for the tournament, visit www.caesarsindiana.com or call the Caesars Indiana Poker Room at 1-800-660-9744 Monday thru Friday from 11:00 a.m. – 7:00 p.m. (EDT).

Event sponsor Twinspires.com will run *The Ultimate Kentucky Derby Players Weekend Giveaway* for the tournament. By registering at Twinspires.com prior to April 12th, entrants have the chance to win a \$2,500 buy-in seat for the Kentucky Derby Poker Championship and play at Phil Hellmuth’s table, 2 VIP tickets to the 134th Running of the Kentucky Derby, Airfare for two on American Airlines, deluxe accommodations at the Galt House Hotel in Louisville, and \$500 spending cash for your weekend! For more details visit www.Twinspires.com and use promo code TSPOKER.

Individuals and businesses interested in playing in or supporting the charities through a donation can visit the event web-site at www.KentuckyDerbyPokerChampionship.org . Additional information on the charities and event can also be found at the web-site.

Phil Hellmuth, Jr. is considered by many to be the best poker player in the world claiming over 50 tournament victories. Holding 11 World Series of Poker Titles, more than anyone in the world, Hellmuth’s lifetime tournament winnings total over \$9 million. His first WSOP Main Event Title came in 1989 at the age of 24, making him the youngest player to claim the feat at the time, and he never looked back. In addition to poker, Hellmuth continues to use his star power in efforts to support domestic and international charities such as the Health and Climate Foundation, Doctors Without Borders and TASER to name a few.

Robert Williamson III is known as “Mr. Omaha” for his overall success in the popular poker game, claiming close to \$2 million in tournament winnings and a WSOP victory in 2002. The former real estate developer has continued to excel every year on the tournament trail and is involved with charities such as Boy Scouts of America and Make-A-Wish Foundation. In addition, Williamson is the host and commentator to several high-profile televised poker tournaments in the United States and Europe.

Contact Information:

Event Media Inquiries: G. Douglas Dreisbach: 502.777.3711 editor@southern gaming.com

Event Sponsorship Opportunities: Karen Williamson: 312.602.5352 karen@williamson-williamson.com

Health & Climate Foundation: Mark Oliver: 202.587.5658 moliver@hc-foundation.org

Red Cross/Red Crescent Climate Centre: Pablo Suarez: 617.783.3046 suarez@climatecentre.org

Robby Albarado Foundation: Gary Demling: 502.314.7857

Caesars Indiana: Judy Hess: 1-877-237-6626 www.caesarsindiana.com