

Head to Hollywood :

Carmen Electra's Celebrity Charity Poker Tournament at the Hard Rock Hotel & Casino Is An Astounding Success!!

LAS VEGAS - On Saturday, June 3rd, 2006, Helio presented the first-annual Head to Hollywood Celebrity Charity Poker Tournament and Auction hosted by Carmen Electra, raising close to \$100,000 for the charity for brain tumor survivors.

The event took place at The Hard Rock Hotel & Casino, Las Vegas and was sponsored by Helio and Stoli Blueberry. Head to Hollywood is a nonprofit program of the Pituitary Network Association that provides brain tumor survivors and their families with dream trips to Hollywood. Helio is a new mobile service dedicated to giving young, passionate people the type of wireless experience they've been waiting for.

The players: The tournament took place inside the hotel's famed concert venue, The Joint, and drew 157 players, including celebrities, professional poker players and members of the general public, eager to play some poker with the stars and, hopefully, take home a nice cash prize to benefit nation's leading charity for brain tumor survivors!



Head to Hollywood co-founders Ken Baker and Carmen Electra pose on the red carpet prior to the first annual celebrity poker charity tournament at the Hard Rock Hotel and Casino in Las Vegas



Carmen Electra plays a hand of poker during the tournament. Electra finished in the top 50!

Special guests included -- Carmen Electra, David Spade, Shannon Elizabeth, Annie Duke, Laura Prepon, Chris Masterson, Montel Williams, Jeffrey Beacher, Nicholas Gonzalez, Krista Allen, The WPT Player of the Year: Gavin Smith, The Cast of "Passions," Erik Palladino, James Lesure, J. August Richards and Omarosa Stallworth.

The numbers: The tournament was directed by Matt Savage, regarded as the world's foremost Poker Tournament Director and who is responsible for directing over 100 televised events such as the World Series of Poker, World Poker Tour and many others.

The official buy-in entry fee was \$550 and there was a guarantee of \$50,000 in cash prizes - the first place pot was a cool \$20,000.

Despite Electra's recent entry into the game of Poker, she did well, lasting nearly 4 hours until there were only about 30 players remaining - there were even a few hands where Electra had won the hand, but didn't know until her fellow players congratulated her! And avid poker player, actress Shannon Elizabeth, fared even better, lasting approximately 5 hours and finishing 6th overall to take home a \$2,500 cash prize.



Head to Hollywood's Ken Baker shares a moment with actress Krista Allen and comedian David Spade, both of whom attended the event to show their support. Allen, who owns "SuperExcellent by Krista Allen", donated commemorative t-shirts for the event.



Pro poker champion Annie Duke took a break in the action with Ken Baker and Carmen Electra.

Following the tournament, the players moved over to the hotel's nightclub, Body English, for the official after party, hosted yet again by Carmen Electra. Unexpectedly joining the players inside the club was actor Sean Penn, as well as David Spade.

After all was said and done, the tournament and auction raised close to \$100,000 for Electra's charity. Even Matt Savage professed that this was "one of the most successful charity tournaments" he had ever been a part of. Electra added, "The event exceeded our expectations. With money raised, we can make so many dreams come true."

For more on...

- The Hard Rock Hotel & Casino, please visit <http://www.hardrockhotel.com>
- Head to Hollywood Charity, please visit <http://www.headtohollywood.com>
- Helio, please visit <http://www.helio.com>