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FOR IMMEDIATE RELEASE

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In the Chips!
Two Members of 2007 Queen of Hearts Team Get Into the Money
at World Series of Poker Ladies Event

20 Prominent Women Help Raise Money & Awareness for Nevada Cancer Institute & American Heart Association

Co-captained by Mimi Rogers and Lisa Tenner -- and sponsored by the Poker Player's Alliance -- the Team included Actress Jennifer Tilly, LA Sparks Owner Carla Christofferson and Top Pros J.J. Liu, Vanessa Rousso, Jennifer Leigh, Clonie Gowen, Isabelle Mercier, Mary Jones and Susie Isaacs, among others

LAS VEGAS, NV – In a record setting field at the World Series of Poker Ladies Event (1,286), the 2007 Queen of Hearts team upped the stakes! Two of its members finished in the money for the first time—Mary Jones, Ladies Event defending champion, was 16th and two-time bracelet winner Susie Isaacs placed 35th—in a very tough field. But this was also the year the team truly secured the widespread awareness that will continue to help it raise funds and awareness for the Nevada Cancer Institute, Official Community Relations Partner of the World Series, and the American Heart Association's Go Red for Women Campaign.

As they arrived at the Series, all arrayed in their brilliant red Queen of Hearts Team attire, the 20 prominent women cut a wide swath in the crowd. Led by Michael Bolcerek, President of the Poker Player's Alliance, the team sponsor, they filed into the tournament room behind co-captain's Lisa Tenner and Mimi Rogers, star of Fox's "The Loop." Following were TV/ film star, Jennifer Tilly, along with such female poker luminaries as J.J. Liu, Vanessa Rousso, Jennifer Leigh, Clonie Gowen and Isabelle Mercier, plus the two in-the-money finishers Mary Jones and Susie Isaacs. Also aboard are new L.A. Sparks owner Carla Christofferson, poker journalist Lisa Wheeler, founder of the Ladies Poker Tour Crystal Osgood Gray, high powered real estate broker Elizabeth Shepherd, attorney and Florida magistrate Mary Magazine, the president of luxury watchmaker Corum USA Stacie Orloff, accomplished amateur champions Anne Spinetti and Mylene Leitner, along with amateur players Andrea Steele and Annie Izizarry from Europe. Former Ladies Event champions included Jones (2006), Tilly (2005) and Isaacs (1996 and 1997).

Noted Jeffrey Pollack, World Series of Poker Commissioner, "Harrah's is proud to welcome and join the efforts of the Queen of Hearts Team which made such an impact at this year's Ladies Event. Their hearts and skills are in the right place to raise awareness and money for the Nevada Cancer Institute and American Heart Association."

“Lisa and I are so proud of this team,” said Rogers, who has competed in several World Poker Tour Championships and World Series events. “The Queen of Hearts Team was so well represented around that vast room, and many of us heard from our fellow players that they were inspired by us to make a donation. That so many extraordinary women got behind this effort is impressive. We all agreed that it has truly been fun to go ‘All-In’ for two worthy charities!”

The Queen of Hearts Team met for a brief brush-up coaching session from poker champion Phil Laak and veteran poker player and entrepreneur Mark Tenner before they attended a VIP reception on Saturday, June 9, the eve of the tournament. The dinner, at Bradley Ogden in Caesars Palace, was courtesy of the World Series of Poker and was hosted by Queen of Hearts Team founder and co-captain Lisa Tenner, known in poker as the leading creator, packager and marketer of unique poker events.

In attendance were Commissioner Jeffrey Pollack and Director of Tournament Operations and Communications Gary Thompson of the World Series of Poker; Clark Dumont, Vice President of Communications and Public Affairs for Nevada Cancer Institute; Shelly Gitomer, Vice President for Development at Nevada Cancer Institute; Janet Linder, Executive Director of the American Heart Association’s Las Vegas Office; Stephanie Forbes, Business Development Director for American Heart Association/Las Vegas; Marilyn Winn, President of Bally’s, Rio and Paris Las Vegas, and Michael Bolcerek, President of the Poker Player’s Alliance.

“The Poker Player’s Alliance is proud to be associated with such a great event and such great women poker players,” said Bolcerek. “It helps to demonstrate the extraordinary change that is happening in poker in this country--the game has become such a wonderful part of men’s and women’s lives. The Queen of Hearts Team is also further evidence of poker as a fun and entertaining way to raise money for worthy causes.”

The final tally of funds raised by the team is still coming in from various members—many who made donations out of their pockets, as well as their winnings.

“The 2007 Queen of Hearts Team had some tough competition to get to the final table this year,” said Lisa Tenner. “The quality of play has dramatically improved as the numbers of women competitors has climbed. We congratulate Mary and Susie for their high finishes in a record field exceeding 1,200, but each and every one of our team members is also a winner for her contribution—both in time and money. And we truly appreciate our sponsor, The Poker Player’s Alliance, who helped make this all possible.”



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Additional Quotes:

Mimi Rogers:

“It is truly an honor to be associated with this incredible group of women, playing on behalf of such a worthy causes,” said Rogers. “Getting into the money in order to make a financial contribution is important, but even more critical is putting the spotlight on America’s health. Heart disease and cancer are for the most part preventable and we can all do something to reduce the risk. Risk is essential in poker, it isn’t in health.”

Nevada Cancer Institute:

“We appreciate the support of the community and of the Queen of Hearts Team,” said Clark Dumont, Vice President of Communications and Public Affairs for Nevada Cancer Institute. “This financial support will help us in pursuing our mission of preventing, detecting, educating, caring and curing cancer throughout our communities.”

American Heart Association:

“The Queen of Hearts Team is a royal flush for our National Go Red for Women campaign,” said Tammy Lier, American Heart Association volunteer and 2007 Las Vegas Go Red for Women Committee Chair. “This program provides great visibility to our efforts encouraging women to get check ups and make lifestyle changes that will give them greater longevity. We really appreciate these busy and successful women coming together for our cause.”

About Tenner and Associates, Inc.

Tenner and Associates specializes in BAM! -- “Branding and Marketing—with Impact!” The company creates “BUZZ” and “BUSINESS” through signature events, entertainment and hands-on consumer interactive sponsorship programs designed to sell or build affinity. Tenner and Associates has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for her clients, which include some of the leading Las Vegas Strip casinos, Hard Rock Hotel and Casino, Paris Hotel and Casino, Jeep, VH1, The PartyPoker Million, Elle Magazine and Card Player Cruises. For more information on Tenner and Associates, go to www.tennerandassoc.com or call (702) 792 9430.

The Poker Players Alliance

The Poker Players Alliance (www.pokerplayersalliance.org) is a nonprofit membership organization comprised of poker players from around the United States who have joined together to speak with one voice to promote the game, ensure its integrity, and to protect poker players' rights. The Poker Players Alliance promotes and protects poker through advocacy work in Washington, D.C., and throughout the nation.

About Nevada Cancer Institute

Nevada Cancer Institute (NVCi) is the official cancer institute for the State of Nevada. A nonprofit organization, NVCi is committed to reducing the burden of cancer by pursuing the development of a comprehensive cancer research institute, as defined by the National Cancer Institute. Through the knowledge and expertise of the finest scientists, clinicians, educators and caregivers, the institute provides hope to communities in Nevada, the southwest and beyond through research, education, early detection, prevention and high quality patient care. The staff focuses on a future without cancer that is achieved through initiated and collaborative research in basic, clinical and population science. For more information on NVCi, please visit www.nevadacancerinstitute.org or call (702) 822-LIFE.



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About Go Red For Women, American Heart Association

Since 2004, Go Red For Women has captured the energy, passion, and intelligence of women to work collectively to wipe out heart disease – the No. 1 killer of women. Today, we want millions of women across America to take heart disease personally. Using the simple platform "Love Your Heart," Go Red For Women engages these women – and the men who love them – to embrace the cause. Healthcare providers, celebrities, and politicians also elevate the cause and spread the word about women and heart disease. For more information about Go Red For Women, please call 1-888-MY-HEART (1-888-694-3278) or visit GoRedForWomen.org. The movement is nationally sponsored by Macy's.

Editors Note: Downloadable Photos of Lisa Tenner, Mimi Rogers and their Team Members are available on www.tennerandassoc.com in the media section, as well as thumbnail bios on all of the players.