

QUEENS REIGN AT WORLD SERIES OF POKER CHARITY THE BIG WINNER WITH OVER \$50,000 IN DONATIONS

10 June 08, Las Vegas, NV: For the third consecutive year, **Lisa Tenner** of **Tenner & Associates, Inc.** has produced the Queens of Heart, WSOP's signature event at the Ladies No Limit Hold 'em Poker Championship.

Co-founded and produced by Lisa Tenner and Ruth Parasol in 2006, the Queens of Heart has raised over \$50,000 in the past three years for charity with the support of the DeLeon Family Care Project Ltd.

The 2008 Queens beneficiary is [Nevada Cancer Institute](#) who will receive over \$14,000 from the Queens team. This dollar figure reflects a combination of initial donations from all Queens of Heart team members and a percentage of winnings from Queens players who cashed in: WSOP Bracelet Winner and "The First Lady of Poker," **Linda Johnson**, poker player and author **Lona Rubenstein** and talented newcomer, **Adrienne Victory**

The Queens of Heart weekend events included their annual poker pro tutorial in Caesar's Palace Poker Room and the WSOP-hosted dinner at **Bradley Ogden's** on Saturday evening, leading up to the WSOP event which began Sunday, June 8, 2008.

The '08 Queens star-studded team included celebrities **Cheryl Hines**, **Camryn Manheim**, **Mindy McCready**, **Kathy Najimy**, and Queens co-captain **Mimi Rogers** along with WSOP bracelet winners **Sally Ann Boyer**, **Barbara Enright**, **Susie Isaacs**, **Mary Jones** and the aforementioned Linda Johnson. Celebrity author **Jackie Collins** served as the Queens' honorary captain.

A yet-to-be determined amount of additional charitable commitments being made on behalf of the Queens team include a number of



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players entered in other '08 WSOP tournaments, as well as [EGM Green](#), who is donating an eco-friendly tournament poker table. The table felt will include the autographs of all Queens of Heart team members along with past and present WSOP champions. The table, on display at the Rio® throughout the WSOP, will then be auctioned off for charity.

Producer Lisa Tenner stated, "Our motto this year was, 'one for all, all for one,' and it is a blessing and an honor to have been able to continue the Queens of Heart work with WSOP Commissioner **Jeffrey Pollack**, his team and all at Harrah's Entertainment."

Photos are available for free download: http://gwphotostore.com/cgi-bin/ImageFolio42/imageFolio.cgi?direct=Queens_of_Heart

Photo credit: Rob Gracie/GreasieWheels.com

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ABOUT THE [QUEENS OF HEART®](#)

Co-founded in 2006 by Lisa Tenner and Ruth Parasol, this has been the ladies charitable signature event for Harrah's World Series of Poker. Contributions have been given to support Nevada Cancer Institute and The American Heart Association. The Queens of Heart team competes during the WSOP women's event, in order to raise awareness and contributions for women's health issues. Tenner & 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 & Associates has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for their clients, which include The Hard Rock Hotel and Casino, DeepRockDrive, Paris Hotel and Casino, Jeep, VH1, The PartyPoker Million, Elle Magazine, Card Player Cruises and The Queens of Heart® for WSOP. For more information on Tenner & Associates, go to <http://www.tennerandassoc.com> or call (702) 792-9430.