



PLAY IT COOL TEAMS UP WITH BETFAIR POKER TO KEEP HOCKEY SAFE

TORONTO, ON – May 1, 2009 – The Play It Cool ‘Knock Out Concussions!’ Celebrity Poker Tournament, taking place Friday May 8, 2009 at 6:00pm at the Hockey Hall of Fame (HHOF) is pleased to announce Betfair Poker, the world’s biggest betting community, as the event title sponsor. This event will mark the launch of Play It Cool, a skill enhancement program of the Canadian Spinal Research Organization’s Shoot For A Cure campaign. Play It Cool aims to reduce the incidence of neurotrauma (concussion and spine) injuries in youth hockey.

A donation guarantees a seat to join one of our scheduled to appear celebrities such as former NHL players: Keith Primeau, Steve Thomas, Ron Ellis, Mike Pelyk, Gary Leeman, Eddie Shack, Denis Bonvie, Trevor Letowski, Jack Valiquette, Wilf Paiement, Wayne Cowley, Ryan VandenBussche former WWE Wrestler Chris Nowinski, and the Edge 102.1 radio personality Dean Blundell at poker tables situated amongst the HHOF exhibits. Participants will have the opportunity to view the HHOF’s legendary memorabilia collection, participate in a silent auction and attend the exclusive after party, hosted at The BottomLine steakhouse and sports bar.

Director of Hockey Operations for Play It Cool, Kerry Goulet, along with Tournament Director, Chris Tessaro (host, Hardcore Poker Show and poker columnist for the Toronto Sun), are excited about the support of the event from Betfair. “It is always encouraging when corporate partners like Betfair support youth initiatives like Play It Cool,” comments Goulet. “Our partnership will enable us to deliver the Play It Cool program to parents, players and coaches across North America in order to keep our kids safe playing hockey.”

“Betfair Poker is delighted to be teaming up with Play it Cool,” says Richard Bloch, Head of International Public Relations for Betfair. “This should be a great event that raises a substantial amount of money for a truly deserving cause.”

The first prize includes a trip for two to Las Vegas with entry into a World Series of Poker Tournament event, and free enrolment into the World Series of Poker Academy for a two day course (a prize valued at over \$5,000), with more fabulous prizes to be won.

For more information, and to see an updated list of confirmed celebrities, please visit www.playitcoolhockey.com. For tickets please contact toni@29sports.com or call 416-453-0739.

About Play It Cool™

Play It Cool™ is a skill enhancement program of the Canadian Spinal Research Organization's Shoot For A Cure campaign, which aims to reduce the incidence of neurotrauma (concussion and spine) injuries in hockey. The Play It Cool™ website is an online platform uniting hockey programs from across North America to ultimately promote a safer, more effective game of hockey. This combined approach teaches coaches, parents and kids that skill enhancement and education is the key to injury prevention. www.playitcoolhockey.com.

About Betfair

Betfair is the world's biggest online betting community and pioneered the first successful betting exchange in 2000. Driven by cutting-edge technology, Betfair enables customers to choose their own odds and bet even after the event has started. The company now processes over 6 million transactions a day from its 2 million registered customers. In addition to sports betting, Betfair offers a portfolio of innovative products including casino, exchange games betfair arcade and poker. Betfair has twice been named the UK's 'Company of the Year' by the Confederation of British Industry and remains one of the only betting companies to win a Queen's Award for Enterprise, being recognised for Innovation in 2003 and most recently for International Trade in 2008. For more information, visit www.betfairpoker.com.

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