

Top Sports Bloggers and Poker Celebrities, Including Annie Duke, to Join Up For Charity
BLOGS WITH BALLS CHARITY POKER SHOOTOUT
SET FOR OCTOBER 16TH IN LAS VEGAS

Las Vegas, Nevada (September 28, 2009) – On October 16th, many of the top sports bloggers and poker players in the world will get together for the **Blogs with Balls Charity Poker Shootout**, held in conjunction with *BlogWorld & New Media Expo* in Las Vegas.

Each table in the 100-person Shootout, generously underwritten by Carbon Poker, will feature sports writers from the leading sports media companies, including ESPN, Fox Sports, Yahoo, AOL, Sports Illustrated, Gawker Media, Yardbarker, SB Nation and more. In addition, each table will feature one of the best professional poker players in the world, including Annie Duke – a WSOP bracelet winner and runner up on Donald Trump's *Celebrity Apprentice* on NBC.

The Shootout has been organized to raise money and awareness for Ante Up for Africa, a charity founded by Duke and award-winning actor Don Cheadle to aid relief efforts in Darfur through poker events. In the last three years, Ante Up for Africa has raised more than \$5 million dollars to help support human rights work in Darfur.

In addition to raising money for charity, the event will have both cash and prizes for the top finishers, as well as knockout bonuses and other fun and valuable giveaways from sponsors. An announcement with additional sponsors and full list of professional players signed on to play will be forthcoming.

The event, taking place at the Hard Rock Hotel and Casino's new poker lounge, begins at 8pm. For more information on the Shootout, including sponsorship opportunities and media/interview requests or to get a seat in the tournament visit <http://blogswithballs.com> or email info@hhrmediagroup.com.

About Blogs with Balls

Blogs with Balls is a series of social sports blogger and new media gatherings featuring speakers and panelists specifically focused on sports fans, writers, sites, teams, athletes and companies; and their ability to maximize new media outlets for promotion and advancement.

In addition to writers and executives from the largest online sports outlets on the web, speakers at BwB 2.0 at the *BlogWorld & New Media Expo* include former NBA star Jalen Rose, television, web and print personality Kevin Blackstone, representatives from ESPN and The Sports Illustrated Group, Sacramento Kings VP of Communications Mitch Germann, and many more.

For a full list of speakers, panelists and scheduled discussion topics, please visit blogswithballs.com/panels-20. For more information on *Blog World & New Media Expo*, please visit <http://blogworldexpo.com>.