

**\*\* For Immediate Release – 27 July 2006 \*\***

### **DARE TO BARE ALL FOR POKER?**

~ Guinness World Record attempt at biggest ever strip poker tournament ~

200 poker buffs will be baring all in an attempt to become the first ever to win the title of World Strip Poker Champion this August 19<sup>th</sup> in London's swanky Café Royal.

The event is the brainchild of cheeky Irish bookmakers Paddy Power, who are attempting to set a brand new Guinness World Record for the biggest ever strip poker tournament.

Along with setting a new World Record, the winner will also be crowned the inaugural World Strip Poker Champion, and will take home an exclusive "Golden Fig Leaf" trophy plus £10,000 cash. Officials from Guinness World Records will be in attendance on the day adjudicating over the proceedings.

Entry to event is open from today and the first 100 men and 100 women to register on [www.paddypower.com/strip poker](http://www.paddypower.com/strip poker) will be invited to take part in this unique World Record attempt.

As an added bonus, the new Champ will also win a VIP trip to Dublin including free entry (worth £3,000) to the paddypowerpoker.com Irish Open next April, where they will have a chance to play for over £1 million – although they'll have to keep their clothes on at that one!

The idea for the world record attempt came from an April Fools day prank press release announcing a world strip poker tournament which captured the imagination of the public around the world. The phenomenal interest in the prank idea prompted Paddy Power to do it for real.

The tournament, which will be filmed for TV, is free to enter and each player will be provided with a goody bag containing six items of clothing which are all they can wear.

They will bet with these clothes and when they are naked, will be eliminated from the tournament. The winner will be the last person with clothes on!

Paddy Power said, "This will be the most fun you can have with your clothes on – or off! We've all played strip poker at one stage or another, although the last time I played I was a bit younger and fitter! We've already seen phenomenal interest and one daring couple are even flying in from Sydney, Australia especially to take part. It's not often you get a chance to get into the Guinness Book of Records".

~ ends ~

**For further information contact the Paddy Power Strip Poker Team;**

<b>Ken Robertson</b>	<b>T++353 1 4045915</b>	<b>M++353 87 8528718</b>
<b>Brendan Murray</b>	<b>T++353 1 4881759</b>	<b>M++353 87 9166000</b>
<b>Paddy Power</b>	<b>T++353 1 4049620</b>	<b>M++353 87 8250893</b>