



# POKERSTARS FESTIVAL

## **SNOOKER ICON STEPHEN HENDRY 200/1 TO BECOME POKERSTARS FESTIVAL LONDON CHAMPION**

*BetStars place special odds on Hendry to beat poker enthusiasts in Main Event*

**ONCHAN, Isle of Man – January 25, 2017** – Seven-time snooker World Champion Stephen Hendry is priced at 200/1 with [BetStars](#), PokerStars' online betting site, to win the \$990 buy-in PokerStars Festival London Main Event, announced [PokerStars](#), an Amaya Inc. (NASDAQ: AYA; TSX: AYA) brand. BetStars has also priced Hendry at 20/1 to finish in the Top 10, and 7/4 to make it to Day Two of the Main Event.

Punters and sports fans can now place bets at BetStars on the snooker legend's performance against professional poker players from across the globe at the first [PokerStars Festival London](#).

On Friday, January 27, at The Hippodrome Casino London, Hendry will transfer his skills from the snooker table to the poker table in the third of three starting days (1C) of the Main Event, which features a guaranteed £400,000 prize pool. He will take on poker players from all over the world as well as Team PokerStars Pros Liv Boeree, Jake Cody, Felipe 'Mojave' Ramos, Aditya Agarwal, and Luca Pagano, who all have their eyes fixed on becoming London's champion.

"I'm really looking forward to being a part of the PokerStars Festival London," said snooker legend Hendry. "The anticipation is much like that of a snooker tournament really - the adrenaline, the eagerness to size up your opponent, and the desire to be on your best game. The strategic thought, patience and focus needed isn't dissimilar to what I'm used to. Although, at least with poker you can practice online. I can't wait to get out there and give it my best in the Main Event; it's going to be a lot of fun."

PokerStars Festival London is now in full-swing until Sunday (January 29). The Festival marks the first 2017 stop for the transatlantic PokerStars Festival having previously set up shop in New Jersey last year.

### **KEY DATES**

- PokerStars Festival Main Event: January 25-29, 2017 - £990
- StarsFun Roulette Tournament: January 26, 2017 - £120
- StarsFun Blackjack Tournament: January 27, 2017 - £120

- StarsFun Craps Tournament: January 28, 2017 - £120
- PokerStars Cup: January 28-29, 2017 - £330
- NL Holdem Ladies Event: January 29, 2017 - £170
- Turbo Deepstack UKIPT Edition: January 29, 2017 - £170
- PokerStars Super Deep: Finishes today - £275
- PokerStars Festival High Roller: Finishes today - £2,200

Find out more about betting on Hendry's poker performance here: [www.betstars.eu/#/poker/outrights](http://www.betstars.eu/#/poker/outrights)

For further information on the PokerStars Festival London and its full schedule, please visit: <http://psta.rs/2qa7PTF>

For further information, please contact [press@pokerstarslive.com](mailto:press@pokerstarslive.com)

### **PokerStars Championship & PokerStars Festival**

The PokerStars Championship, sponsored by PokerStars, is the world's richest and most popular poker tour. Bringing together some of the world's most exciting and prestigious poker tournaments, the PokerStars Championship incorporates some stops previously part of the European Poker Tour, North American Poker Tour, Latin American Poker Tour and Asia-Pacific Poker Tour. Collectively, these events have paid out well over \$1 billion in tournament prize pools globally on five continents since 2004. Confirmed PokerStars Championship stops announced so far in 2017 includes the Bahamas, Panama, Macau, Monte-Carlo and Barcelona, with more stops to be announced in the coming months.

PokerStars Festival events, sponsored by PokerStars, are mainly tailored for recreational players and incorporate some stops previously part of the UK & Ireland Poker Tour, France Poker Series, Italian Poker Tour, Estrellas, Eureka, Asia-Pacific Poker Tour and Latin American Poker Tour. Confirmed PokerStars Festival stops announced so far in 2017 includes London and Rozvadov, with more stops to be announced in the coming months.

PokerStars Championship and PokerStars Festival poker tour brands are ultimately owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA). Further information on the PokerStars Championship and PokerStars Festival is available online at <http://www.pokerstarslive.com/>.

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