

Clarion hands Ball to BCA



Clarion Gaming, organisers of January's International Casino Exhibition in London, have awarded stewardship of the annual post-show Ball to the British Casino Association and announced that, as from January 2008, the event will be renamed 'Casino Ball'.

Clarion Gaming's head of exhibitions, Karen Cooke explained the background to the handover: "The initial purpose behind the ICE Ball was to provide an event where industry professionals from throughout the world could gather to celebrate the end of a prolific week in London. It is quite literally 'for the industry and by the industry'. To this end we are delighted that the British Casino Association have decided to take full ownership of the Ball and will continue to work closely with them, offering our full support to this prestigious event."

Lady Cobham, chairman of the BCA, added: "Not only is the social aspect of the Ball unsurpassed, but it has also succeeded in helping raise hundreds of thousands of pounds for charitable causes. We look forward to welcoming our casino industry colleagues from around the world in January and, for

the first time, acting as true hosts of the Casino Ball.”

The end of show celebration, which has served as the closing finale to ICE for six years, will be held at the Dorchester Hotel on Thursday 24 January, 2008. Ticket enquiries should be made to Tracy Damestani at the BCA; telephone +44 (0)20 7730 1055, email enquiries@britishcasinoassociation.org.uk.