

Europe's croupier elite come to battle in London for dealer top spot European Casino Association announces 2017 European Dealer Championship at The Hippodrome Casino this May



(Left to right: UKDC 2017 Winner Jamie Cummins with 1st runner up Stuart McCallum, 2016 EDC contestant taking part in Breda – The Netherlands, London's Hippodrome Casino)

Brussels, 05 April 2017 – The 11th edition of the European Dealer Championship (EDC) will come to London for the first time this May in a hotly anticipated contest taking place at [The Hippodrome Casino, Leicester Square](#).

Organised by the European Casino Association in conjunction with the National Casino Forum, the 2017 championships will take place from 8th – 10th May in the heart of the capital. Housed within the historic former Hippodrome theatre which dates back to 1900, The Hippodrome Casino is the biggest and busiest casino in the UK, providing a compelling backdrop for the prestigious competition which serves to recognise the best in the business.

Launched in 2007, the EDC has grown into one of the premier events in the gaming industry's calendar and this year will bring together 33 participants from a record-breaking 21 European countries. In a battle to crown Europe's best of the best, up to two talented entrants have been submitted from some of the biggest casino operators in the industry including ambassadors from Belgium, Denmark, Estonia, Germany, Italy, Luxembourg, San Marino and Sweden to name but a few. Not forgetting UK representation, Jamie Cummins from The Ritz and Stuart McCallum from Les Ambassadeurs will fly the flag for the home nation, following winner and runner up accolades in February's challenging UK Dealer Championships organised by the National Casino Forum.

31 judges from 21 countries will oversee three main categories: technical skill, game control and hospitality in a fierce knock-out competition over two days to establish the top all round performer. Over the course of the competition, dealers will showcase their talent and skill on two of the most popular casino table games: American Roulette and Blackjack alongside a range of fun activities designed to showcase flair including best chipper, best card handler, best cutting chips, best pushing stacks and best mathematician. All 33 participants from 21 countries will



gather on the evening of 8th May for a welcome reception where the lottery draw for the first round groups will take place. The winner's announcement, prize giving ceremony and celebration party on 10th May will also take place at the famous casino.

Commenting on the upcoming competition, Per Jaldung, European Casino Association Chair said: At the very heart of our industry lies the great customer experience and entertainment that our employees provide on a day-to-day basis. Celebrating this immense skill and talent has always been the key aspect of the EDC and we are proud to organise this year's edition with the NCF at the prestigious Hippodrome Casino."

Tracy Damestani, CEO of the National Casino Forum said: "The European Dealer Championships is a great example of international competition; the transferrable skills showcasing mental agility, technical control of the game along with great hospitality and interpersonal strengths is an art form, a piece of theatre, watching these men and women perform is truly entertaining."

Simon Thomas, CEO of The Hippodrome Casino, added: "Fostering, and celebrating, today's dealer talent ensures the best possible future for the profession for years to come. It's vital we recognise the enormous dedication of the dealers who represent the best customer experience of any casino. Good luck to all the competitors, and I look forward to welcoming them to The Hippodrome."

For more information about the EDC, please head to europeandealerchampionship.com and follow the ECA on Twitter ([@ECAssociation](https://twitter.com/ECAssociation)) and Facebook (facebook.com/EuropeanCasinoAssociation) using #EDChamp for the latest information on the 2017 EDC.

The ECA would like to thank the EDC sponsors – Clarion, GPI, AGEM, Abbiati, Scientific Games, ICSE, CLS and CTC Holdings – without them this event would not be possible. The ECA is also very grateful for the Hippodrome Casino and its organising team for hosting the EDC this year.

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About the ECA

The ECA represents licensed land-based casinos in Europe, with 26 members and over 70,000 direct employees supporting local economies across Europe. It has members from nearly all EU Member States, as well as Switzerland, Serbia, San Marino and Montenegro. The main purpose and objective of the ECA is to address and promote issues related to casinos.





About the NCF

NCF represents all of the land based casino operators in the UK. This includes large scale operators like Genting and Grosvenor, independents such as Les Ambassadeurs and other high end Mayfair casinos as well as mid-range regional casinos.

It also offers associate membership to suppliers, lawyers, accountants and others who work with the casino industry. Rebranded in 2008, the NCF has the overarching aim of promoting a positive agenda for a well-regulated, socially responsible and economically sustainable casino industry as part of the mainstream leisure and entertainment sector. In doing so, it seeks to boost employment, encourage economic growth, tourism and revenue to HM Treasury. For more information, visit www.nationalcasinoforum.co.uk

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