

# Mitch Garber holds court in Vegas North



Mike Cohen

When Mitch Garber was named CEO of Caesars Interactive Entertainment in 2008, soon after adding the title of CEO of Las Vegas based Caesars Acquisition Company, he could have easily packed up his family and moved to the city that never sleeps. However, the main condition for accepting the post was to run this gigantic operation from an office in downtown Montreal.

"My kids like Montreal and my wife is a true Québécois from Laval," Garber explains. "I wanted my kids to finish their studies in Montreal. Caesars accepted my terms. I spend 10 days a month in Vegas. Otherwise I am here at my Montreal office."

The corporate entity Garber oversees has 8,000 employees, principally in the United States, Israel and Canada.

In Vegas alone, Caesars Acquisition Company owns the World Series of Poker, Playtika (the second largest social and mobile games business in the world), strip casinos Planet Hollywood Resort, Paris, Bally's, The Cromwell and The Linq. Planet Hollywood seems to be a favorite spot for Montrealers who visit Vegas. It has 2,500 guest rooms and is the home to one of pop music's biggest superstars Britney Spears and her show, "Britney: Piece of Me," whom Garber has dealt with personally.

While Garber's professional career has taken him in many different directions and to new heights of success, he has always known the importance of philanthropy. Once upon a time, when he attended Jewish People's and Peretz School (JPPS) and Bialik High School, he had to seek tuition assistance. Grateful for that kind of generosity, he gave back a few years ago and inaugurated the Mitch Garber Hall of Honour. On Sunday, March 29 he will be the guest of honour at the 2015 Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast.

Garber is a self-made multimillionaire. He earned a BA from McGill University in 1986 and a law degree from the University of Ottawa in 1989. He spent a decade as part of the law practice of his mentor and godfather Morden "Cookie" Lazarus. During that same period he was a local part-time radio and television



Mitch Garber with Britney Spears. sportscaster.

In 1999 Garber joined SureFire Commerce Inc., where he quickly was elevated to the position of CEO. He oversaw the merger of SureFire and Optimal Group and remained CEO of all of the operating businesses of the merged NASDAQ company. In 2006 he moved to Gibraltar to become CEO of PartyGaming Plc, then the largest interactive gaming company in the world.

Garber has recently been linked to the potential return of the Montreal Expos, the acquisition of the Cirque Du Soleil and he has accepted to be a "Dragon" on the French version of Dragon's Den for the 2015 season on Radio Canada television. He and his wife Anne-Marie reside in Westmount with their sons Dylan and Ryan.

### Annual Sports Celebrity Breakfast

High profile personalities from the world of sports will be on hand for the 11th annual Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast on Sunday, March 29 at the Gelber Conference Centre. The event, which will once again attract more than 600 people, has been completely sold out for many weeks now.

Event Co-Chairs Michael Wagen and Bram Naimar note that the total amount of money raised since the fundraiser's inception has been more than \$1 million. Seniors in Crisis, a program that delivers much needed assistance to seniors who are unable to financially look after their needs, is the direct beneficiary.

The event will feature a special tribute to businessman Mitch Garber. Former Montreal Canadiens star Peter Mahovlich will be honoured as the Sports Personality of the Year.

For more information visit [www.cummingscentre.org/sportsbreakfast](http://www.cummingscentre.org/sportsbreakfast).

Have you got something to share? E-mail [mcohen@thesuburban.com](mailto:mcohen@thesuburban.com) or call 514-484-9203, ext. 307. Follow me on Twitter @mike-cohencl and at <http://blog.thesuburban.com>

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