



## NEWS RELEASE

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### **Poker Samadhi® Launches with New Website**

PokerSamadhi.com provides poker and life wisdom to help you get, and stay in, “*The Zone*.”

**(Las Vegas, NV, November 1, 2021).** The word *Samadhi* [ *suh-mah-dee* ] is an Indian Sanskrit word referring to the process of joining all aspects of who we are -- physically, spiritually, mentally, and emotionally -- to attain a state of heightened concentration and awareness.

*Poker Samadhi* is the achievement of this heightened state when playing poker, allowing players to get in, and stay in, *the zone*. However, as poker players know, playing the game of poker is like playing the game of life...both are challenging without a guide or mentor to provide help along the way.

PokerSamadhi.com is a website that offers a vast collection of curated wisdom from a team of poker legends, who are some of the world’s most successful poker players and life coaches. These legends currently include WSOP (World Series of Poker) bracelet winners and Poker Hall of Fame inductees Tom McEvoy and T.J. Cloutier, who share their wisdom in the form of “mantras,” that help players focus on areas that need improvement – and go from bad beat to breakthrough.

“After playing the game for over 40 years, I can tell you that [There is More to Poker than Life](#),” said Tom McEvoy. He continued, “By sharing my wisdom on PokerSamadhi.com, I hope to help others play a better game and live a better life.”

The genesis of *Poker Samadhi* began when CEO, and Chief Guru, Danielle Striker experienced her first bad beat in life. While performing on Broadway, a motorcycle crash left her wheelchair-bound for 2 years. No longer able to dance, she took the qualities that led to her career on Broadway to launch a second career as a technology executive. During the next 20 years, in addition to building her career, she focused on honing her skills at the poker table and learning what separates those that simply “play” poker from those that “win” at poker and in life.

In 2016, Danielle experienced her second life-altering “bad beat” when she lost her husband to Pancreatic cancer. Faced with almost unimaginable loss, Danielle realized the insights she had learned after her motorcycle accident (dedication, focus, determination) and those she learned at the poker table (concentration, drive, patience) could help her go from bad beat to breakthrough a *second* time.

“My life experiences have shown me that while bad beats may come our way, it’s how you handle adversity that determines if you win or lose – both in life *and* in poker,” said Danielle Striker, CEO of Poker Samadhi. “PokerSamadhi.com is the result of 15 years of inquiry and study into what sets apart “legends” from those that merely play the game of poker. There are a number of players who influenced me, but those that had the greatest impact on me include Tom McEvoy, T.J. Cloutier, Doyle Brunson, Phil Hellmuth, Daniel Negreanu, Phil Ivey, Tom Dwan, Annie Duke and Jennifer Harman.”

As opposed to other websites that explain how to play the game of poker, or self-improvement sites that provide personal development advice, [pokersamadhi.com](http://pokersamadhi.com) combines the two, to help you improve in both.

More than a simple collection of mantras, PokerSamadhi.com guides you to identify the mantras that “speak” to *you*. These poker legends explain the meaning behind the mantras and how they have used the wisdom to improve their game and life. Once you choose your mantras, you can keep them near you at all times with our Poker Samadhi collection of merchandise (t-shirts, hats, wristbands, sweatshirts, mugs, etc.) constantly reminding you of where you should focus your attention.

The site features:

- A one-of-a-kind collection of personal mantras and back stories from famous poker legends including Tom McEvoy and T.J. Cloutier.
- A podcast, blogs, and sit-down interviews with poker legends and titans of industry.
- A collection of mantra merchandise (t-shirts, hats, wristbands, sweatshirts, mugs, etc.) to help you remember where you want to focus your efforts, to improve your game and your life.

## About Poker Samadhi

PokerSamadhi.com provides wisdom curated from a team of Samadhi Gurus -- some of the world’s most successful poker players and proven life coaches. These gurus include poker legends Tom McEvoy and T.J. Cloutier, who share their wisdom in the form of “mantras,” that help you focus on areas that need improvement. Keep your mantras near you at all times with our collection of mantra merchandise (t-shirts, hats, wristbands, sweatshirts, etc.) to remind you of how you want to improve. Poker Samadhi gives you the wisdom and guidance to help you ***Play Your Best Life™***. For more information visit [www.pokersamadhi.com](http://www.pokersamadhi.com).

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