

HARD ROCK HOTEL PENANG ORGANIZES 7th MUSIC FESTIVAL FOR A CAUSE

Hotel raises funds to support the visually impaired community

Georgetown, Penang, 14 May 2016 – Summerfest 2016 is back! This time bigger and better. The two-day music festival was held on 14 & 15 May 2016 at the hotel's pool area from 3.30pm to 10.30pm. Only RM20 nett per entry, guests were able to enjoy various pool activities, live band performances, fashion shows and more. All proceeds that were generated from this event will benefit the Persatuan Tongkat Putih Pulau Pinang, a non-profit organization that supports the visually impaired community.

Live bands performances were Gregory Ramanado, The Brackets, Mira Hatta, Bongga Bongga, Russell Curtis Project, Jayzel, Somebody Who, Jumero, Evelyn Feroza and 9 Lives. Gregory Ramanado, Mira Hatta, Sherman Tan & Arab (Bongga Bongga) and Christopher Estrop (Somebody Who) were the few finalists of The One 2016, singing competition held recently at Hard Rock Café Penang.

During the two-day festival, partygoers and children enjoyed the Pool Darts, Zorb Ball Challenge, Hand Ball and other pool activities. Other fun activities were also available at the poolside cabanas – tattoo services by Mandala Tattoo, souvenirs by Entopia (Butterfly Farm), games and toys by Toy Shack, arts & craft and face painting by Pyjama Drama.

In between live bands, some of the models from Ms Hard Rock Penang rocked the Sand Stage during the OWN IT fashion shows, displaying a series of tweaked Hard Rock merchandise.

General Manager, Mr. John Primmer said that this year is the 7th year the hotel has organized this music festival. He also said that all proceeds that were generated from this event will be used to supply food and other daily essentials to the blind community appointed by Persatuan Tongkat Putih Pulau Pinang.

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About Hard Rock International

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