

HARD ROCK CAFE PENANG ORGANISES 2nd PIN FIESTA IN PENANG

Proceeds to be donated to Crystal Family Home Penang

Georgetown, Penang, 1 May 2016 – Recognized as the only pin event held in Penang, Hard Rock Cafe Penang has organised its 2nd Pin Fiesta on 1 May 2016 in support of Crystal Family Home. All proceeds raised from Penang Pin Fiesta 2016 will be donated to the home to help provide daily essentials for the children.

The Hard Rock brand is known for its collectible and trendy merchandise. As the brand speaks for itself today, the Hard Rock merchandise has become popular amongst the Hard Rock fans. One of the most popular collectible is the Hard Rock pins. Penang Pin Fiesta 2016 is organised with the aim of gathering pin collectors from around the world to showcase their pin collectibles and engage in pin trades.

Registration fee is priced at RM185 nett per person. Participants each receive a goodie bag inclusive of lunch, a limited edition Penang Pin Fiesta 2016 pin, lanyard and t-shirt. Aside from pin trading, participants were able to take advantage on the silent auction and raffles draw. Silent auction items include a 3D 2N stay in a Lagoon Deluxe room inclusive of breakfast and 15 goodie bags consisting of Hard Rock tees, pins, shot glasses, accessories, magnets and others. Hundred pieces of Hard Rock pins were also up for grabs at only RM10.00 per piece from the raffles draw. Merchandises for both silent auction and raffles draw were all donated by Hard Rock Cafés around the world – Tokyo, Seoul, Sentosa, Bangkok, Yokohama, Busan, Las Vegas, Osaka, Amsterdam and others.

Other activities include live music performances by 'Somebody Who' and Hard Rock Cafe's resident band 'Nu Color', Rock Spa's 10-minute massages and tattoo services by Mandala Tattoo. One of the activities that came by surprise was the committee's mob dance.

"We are thrilled to be organising the pin event for the second time and in addition to the fun, we are giving back to the community which goes in line with our motto TAKE TIME TO BE KIND", said Mr. John Primmer, General Manager of the hotel.

Hard Rock Cafe Manager, Mr. Nathan Sunderajaan also said that the cafe looks forward to organising the pin event again next year and hopefully to draw more International pin collectors.

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About Hard Rock International

With venues in 68 countries, including 163 cafes, 23 hotels and 11 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Reykjavik and Lyon. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, Itapema, Los Cabos, Tenerife, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.