



LOVE ALL. SERVE ALL.

For Immediate Release

QUACKING FOR A CAUSE

Hotel raises funds for school for the hearing impaired

Georgetown, Penang, 29 March 2017 – Giving a helping hand has always been the hotel’s motto to ‘Take Time to be Kind’. Since November 2016, Hard Rock Hotel Penang has quacked up a cause to raise funds for Sekolah Kebangsaan Pendidikan Khas Persekutuan, a school for the hearing impaired. Funds that are raised from Rock-A-Duck will be donated to the school to build a zinc roof to provide shelter for the students to assemble and perform their daily outdoor activities.

A total of 20,000 limited edition rubber ducks were produced – 10,000 being sold to donors while the other 10,000 to be released into the swimming pool at Hard Rock Hotel Penang for the lucky draw. Each rubber duck was sold at RM10 with 3 grand prizes to be won – a 3D 2N stay in a Seaview Deluxe room at Hard Rock Hotel Penang (3rd Prize), 3D 2N stay in a Lagoon Deluxe room at Hard Rock Hotel Penang (2nd Prize) and 3D 2N stay each at Hard Rock Hotel Penang, Bali and Pattaya inclusive of flights for 2 persons (1st Prize).

“The response we received from hotel guests was overwhelming. It is really delightful to see so much generosity coming from people from all races and ages,” said Mr. John Primmer, General Manager of Hard Rock Hotel Penang.



LOVE ALL. SERVE ALL.

“What’s more exciting about this campaign is seeing our rubber ducks touring around the world like superstars. Photos of our rubber ducks traveling around the world with fascinating background views were shared by many on Social Media, “he adds.

The Rock-A-Duck draw event will be held on 27 May 2017. Chief Minister of Penang, YAB Lim Guan Eng will be there to select three lucky winners as well as to present a mock cheque to Sekolah Kebangsaan Pendidikan Khas Persekutuan.

*** END ***

For media inquiries, please contact:

Angeline Chen (Ms) | Marketing & Communications Manager | Hard Rock Hotel Penang

E-mail: angeline.chen@hardrockhotels.net | Tel: +60 4 8868010 | Fax: +60 4 886 8060

Hard Rock International

With venues in 74 countries, including 175 cafes, 24 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 Valencia, Innsbruck, Yangon and Chengdu. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, London, Los Cabos, New York City, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.