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For Immediate Release

## PENANG PINFEST 2017

Hard Rock Hotel Penang hosts 3<sup>rd</sup> Pinfest event to feed the underprivileged.

**Georgetown, Penang, 30 April 2017** – Another pinfest event was held once again recently at the Hard Rock Café Penang. This year marks the third year the hotel has organised this remarkable event aimed to bring fun trading among Hard Rock pin collectors as well as to raise funds for a cause. The event has drawn approximately 80 pin collectors hailing from different parts of Malaysia. Funds that are raised from Penang Pinfest 2017 were donated to Pertubuhan Kebajikan Fokus Beramal Pulau Pinang, a non-profit organization established to provide food to underprivileged individuals and families.

Throughout the event, pin collectors traded their pins, participated in raffles, silent auctions and were feted to a buffet lunch. Registration fee to partake in this event was priced at RM195 nett per person. Each participant received a Pinfest 2017 t-shirt, pin and lanyard. Other entertainment included a Vibe Dance by the hotel's Beach Club team, live music performances by the hotel's staff and Hard Rock Café's resident band, Deviate.

Approximately 100 pins were up for grabs during the Raffle Draw. Some of the collectibles were pins from Singapore, Osaka, Fukuoka, Tokyo, Philadelphia, Macau, Bangkok and more. The Silent Auction items on the other hand were Hard Rock unlimited edition pins, mini pin collections, spa packages and a 3D 2N stay in a Lagoon Deluxe room inclusive of breakfast for two.



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With venues in 74 countries, including 174 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](http://www.hardrock.com).