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For Immediate Release

## **HARD ROCK HOTEL PENANG RAISES RM70, 000 FOR SEKOLAH KEBANGSAAN BATU FERRINGHI**

### **Running in the name of rock for the 7<sup>th</sup> time**

**Georgetown, Penang, 21 May 2017** – Living the motto – Take Time To Be Kind, Hard Rock Hotel Penang organised the most anticipated run for the 7<sup>th</sup> time on 21 May 2017. Registration for Rock to Rock Run was officially opened on 12 January 2017 which drawn remarkable response from 2,000 ardent marathon runners. In just 3 days, registrations were closed due to an overwhelming response from the public.

Apart from all the excitement, this run has a noble side to it as each year; the hotel appoints one beneficiary to support for a cause. For the past few years, Hard Rock Hotel Penang has supported Seri Cahaya Welfare Home in year 2010 & 2015, Crystal Family Home Penang and Association of Rehab of the Disabled in year 2011, Asia Community Service Stepping Stone Centre in 2012, SJK© Permatang Tinggi in 2013 and SJK© Yok Eng in 2014.

This year, Hard Rock Hotel Penang has appointed Sekolah Kebangsaan Batu Ferringhi as a beneficiary for Rock to Rock Run 2017. The school is situated in Jalan Batu Ferringhi and was first established during the British rule in 1909. Due to limited land, the school does not own a field to conduct sports and recreation activities. The assembly area in the center of the school is the only recreation area that is being utilized by the students. As such, proceeds that were raised from the registration fees for Rock to Rock Run will be contributed to build a zinc roof at the assembly area as shelter for the students' activities.



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Registration fees for both Fun Run (3.8km) & Competitive Run (10.2km) were opened at RM75.00nett. All registered runners each received a Rock to Rock run t-shirt, certificate of participation, finisher medal, and entitlement to a lucky draw.

On 21 May 2017, the Competitive Run was flagged off at 7am. The Flag Off for Fun Run on the other hand took off 10 minutes later after the Competitive Run. The run was officiated by YB Chong Eng, State EXCO for Youth & Sport, Women, Family & Community Development and John Primmer, General Manager of Hard Rock Hotel Penang. Other programmes that took place during the run were the Warm Up & Vibe Dance, live band by The Jazzhats, Awards Presentation and Lucky Draw.

Rock to Rock Run 2017 is supported by Penang State Government, Penang Sports Council, Penang Amateur Athletic Association, City Council of Penang Island, Tropical Spice Garden, Entopia, Jesin Builders Sdn Bhd, Sharp, Brooks, Sanyu, PBA, Delta, Coca-Cola, Perskindol and Garmin.

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