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For Immediate Release

QUACKING FOR A CAUSE

Hard Rock Hotel Penang raises funds for a national primary school

Georgetown, Penang, 29 June 2018 – Philanthropy has always been an important aspect of Hard Rock brand and culture. Back by popular demand, Hard Rock Hotel Penang will be launching its Rock-A-Duck campaign for the second time to lend a helping hand to the local community. With the use of its motto – ‘Take Time to be Kind’ – the hotel will be quacking up a cause to raise funds for Sekolah Jenis Kebangsaan Cina Poay Wah, a national Chinese primary school in Tanjung Bungah, Penang. Proceeds raised from the Rock-A-Duck campaign 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.

Following its success in 2016, the hotel will be selling 10,000 units of its limited edition rubber ducks and release another 10,000 units into the swimming pool at Hard Rock Hotel Penang for a lucky draw. Each rubber duck is priced at RM10 and will be available for sale at the front desk at Hard Rock Hotel Penang from 02 July 2018 onwards. Donors will be entitled to a lucky draw with 3 grand prizes to be won – a three day, two night stay in a Seaview Deluxe room at Hard Rock Hotel Penang (third prize with a total value of RM2,300), a three day, two night stay in a Lagoon Deluxe room at Hard Rock Hotel Penang (second prize with a total value of RM2,800) and a four day, three night stay in the legendary King Suite inclusive of a RM500 cash voucher (first prize with a total value of RM16,000). Each lucky winner will also be rewarded with a daily buffet breakfast for two at the Starz Diner restaurant during their stays. Hard Rock Hotel Penang will invite a public figure to select the three lucky winners and to present a mock cheque to Sekolah Jenis Kebangsaan Cina Poay Wah on the draw date.



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To encourage the public to participate in the campaign, Hard Rock Hotel Penang will be running a selfie contest with monthly prizes to be won. Donors who post the most creative selfie with the hashtag #RockADuckSelfie in their Instagram account will stand a chance to win a monthly surprise gift from the hotel.

About Hard Rock Philanthropy

Raising funds for philanthropic causes around the world have been a commitment that Hard Rock pursues through the use of mottos to support global and local communities. The corporation has been advocating and supporting humanitarian and environmental causes since their first day in 1971. The company supports various philanthropic partners, each tied to different mottos based on the causes the partners focus on.

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Hard Rock Hotel Penang

Hard Rock Hotel Penang welcomes guests to the Pearl of the Orient, resting along the breathtaking beaches of Batu Ferringhi, Malaysia. Visitors to the multicultural city enjoy VIP treatment at the hotel with private cabanas, the famed Rock Star Suites, a Hard Rock Cafe, Hard Rock's signature entertainment and extraordinary suites with pool access directly from the balconies. As a rock retreat for families, couples and friends alike, the hip and trendy 250-room hotel offers the largest free-form pool in Penang at 2,400 square meters with tropical sand islands and water slides. Guests also enjoy the full-service luxury spa, well-equipped gym, restaurants and nightlife, while children experience Lil' Rock Kids Club and Teens Club.

www.penang.hardrockhotels.net

Hard Rock International

With venues in 75 countries, including 182 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, Cancun, Ibiza, Las Vegas, and San Diego. Upcoming new Hard Rock Cafe locations include St. Petersburg, Fortaleza, Casablanca and Chengdu. New Hard Rock hotel, casino or hotel-casino projects include Atlanta, Atlantic City, Berlin, Budapest, London, Los Cabos, Maldives, New York City, Ottawa, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.