

## HARD ROCK HOTEL PENANG HOSTS FIRST PINFEST EVENT IN PENANG

### Hotel raised RM3, 000 in support of Women's Centre for Change (WCC)

Georgetown, Penang, 11 February, 2015 – Organized in the aid of Women's Centre for Change, Penang (WCC), Hard Rock Hotel Penang hosted the first ever pinfest event in Penang recently at the Hard Rock Café. As Hard Rock is well-known for its merchandise and pins, the Penang Pinfest 2015 was held with the aim of gathering pin collectors to join in for some fun trading as well as to raise funds for a charitable cause.

Hard Rock Hotel Penang is pleased to have raised RM3, 000 from Penang Pinfest 2015. Proceeds that were raised from the registration fee, raffles draw and auction were all donated to the Women's Centre for Change, Penang, a non-profit organization which eliminates violence against women and children, and to promote gender equality.

Penang Pinfest 2015 has drawn approximately 40 pin collectors, consisting of both locals and foreigners. Pin collectors were given the opportunity to meet and mingle with other collectors and engage in pin trading. Throughout the event, hotel guests and pin collectors were entertained with Malaysian cultural performances and band performances by band members\* and Oceanline band from Indonesia.

*\*referring to Hard Rock Hotel Penang's staff*

The main highlight of the event was the pin auction where limited edition pins from Hard Rock Cafes worldwide were auctioned. Among the participants who have bid during the event were two pin collectors – Syed Azman and Azli Abdullah.

“We are always looking forward to creating something new at the Hard Rock Hotel Penang. It has always been our mission to create new experiences, not only for our guests but to all our raving fans,” says General Manager, John Primmer. He has also added that the aim of organizing the Penang Pinfest 2015 was to perpetuate the activity of trading amongst pin enthusiasts as well as to pursue Hard Rock’s mantra – Take Time to Be Kind.

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With a total of 197 venues in 62 countries, including 151 cafes, 21 hotels and 10 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, Rio de Janeiro and Marrakech. New Hard Rock Hotel projects include Daytona Beach, Dubai, Los Cabos, Dallas-Fort Worth, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).