

## HARD ROCK HOTEL PENANG INTRODUCES WORLDWIDE HARD ROCK ROXTARS® PROGRAM AND NEWLY REBRANDED HARD ROCK ROXITY KIDS CLUB



Georgetown, Penang, 30 May, 2015 – Hard Rock Hotel Penang proudly unveils the Hard Rock Roxstars®, a band of characters serving as brand ambassadors for Hard Rock’s multifaceted programs catering to children of all ages, presented at Hard Rock Cafes®, Hard Rock Hotels and Rock Shops® worldwide.

The exclusive Hard Rock Roxstars® collection of clothes, accessories and gear, including brand tees and light up drum sticks is available across all Rock Shops® worldwide and Hard Rock’s online Rock Shop at [www.hardrock.com](http://www.hardrock.com). Collectibles that are available for purchase at Hard Rock Hotel Penang’s Rock Shops include Hard Rock Roxstars® plush toys and Roxstars® Band Member Tees.

Inspired by Hard Rock International’s paramount differentiator – music – this band of five characters and music performers, the Hard Rock Roxstars, each have distinct personalities representing the individuality and freedom of artistic expression.

Introducing the “band members” of Hard Rock Roxstars:

- Razzi™, “the motherly type” who is famous for squishy hugs and keyboard skills
- Sir Kingston™, a British-invasion inspired rock-and-roller on lead guitar
- Styler™, a free-spirited and accompanying guitar player

- Buddy JR™, a wild man who loves nothing more than a good drum solo
- Skiddley™, the lead singer and “Mr. Cool” of the group

Hard Rock continues to provide family travelers with an unparalleled experience throughout Rock Shops, Cafes and Hotels that further promotes music culture to fans of all ages and works to cater to an untapped market of decision makers, the kids.

Children who dine-in at Hard Rock Café Penang will be greeted with Hard Rock Roxstars® Activity Book, Hard Rock Roxstars themed menus, guitar-shaped plates and Hard Rock Roxstars photo opportunities. Hard Rock Café Penang offers food options, ranging from *Skiddley’s Not-So-Diddly Chicken Breast Salad* – fresh greens, toasted croutons, grilled chicken breast, seasoned turkey bacon bits, cheddar and jack cheese, served with your choice of dressing, *The Mac-Daddy Mac & Cheese* – twister macaroni with creamy cheese sauce served with garlic toast and fries and so much more.

The brand has additionally expanded the program globally to further engage families traveling to a selection of Hard Rock Hotels® with Hard Rock Roxity Kids Club® (formally known as Lil’ Rock Kids Club). Hard Rock Roxity Kids Club is a family-friendly, music-inspired haven, where kids rock their own rhythm and engage in music-infused learning activities. Some of the fun activities include, Arts & Craft, Vibes Dance, Hand Painting, Dance Class and others. Activities begin from 10am until 9pm daily.

Hard Rock Hotel Penang launched the newly rebranded Hard Rock Roxity Kids Club and introduced the Hard Rock Roxstars® program on Saturday, 30 May 2015. Children from age 4 – 12 years old (in-house guests) were invited to the launching event to be the very first-hand to experience the newly rebranded Hard Rock Roxity Kids Club and Hard Rock Roxstars® program. Some of the activities include mascot appearances by Razzi™ and Buddy Jr™, Razzi’s Pizza Making with Chef Joe, Roxstars Garden Party, Roxstars Eco Fashion Making and Fashion Show.

More info about Hard Rock Roxstars® program:-

- Hard Rock Roxity Kids Club - <http://penang.hardrockhotels.net/roxity>
- Hard Rock Café’s Roxstars Kids Menu - [http://penang.hardrockhotels.net/content/media\\_file\\_6913\\_1.pdf](http://penang.hardrockhotels.net/content/media_file_6913_1.pdf)

- Roxstars® Experience - <http://penang.hardrockhotels.net/content/pdf/roxity-concert-schedule-A3.pdf>

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**About Hard Rock International**

With a total of 199 venues in 63 countries, including 153 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, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).