



## BILOXI

### **Hard Rock Hotel and Casino Biloxi Spends November Giving Back as Part of Hard Rock's Global IMAGINE THERE'S NO HUNGER Campaign**

BILOXI, MS/ November 14, 2011 – Hard Rock Hotel and Casino Biloxi is kicking off the official season of giving by helping to feed children and their families worldwide. On November 7-11 Hard Rock Biloxi started their month of giving by serving lunch at Feed My Sheep. This event and more throughout the month will be in support of WhyHunger, a nonprofit organization that strives to fight against hunger and poverty in America and around the world.

Additional IMAGINE THERE'S NO HUNGER initiatives at Hard Rock Hotel and Casino Biloxi include:

- November 14th - Hard Rockers are stuffing and distributing 600 backpacks with food to be distributed to children at six Coastal School for Hunger Awareness Week and for those attending a lunch in support of The Back Bay Mission. 200 backpacks will be going to the children in the schools that are currently part of the Backpack Program and will provide food for one weekend.
- November 17th - Hard Rockers will partner with Back Bay Mission for the fourth year to serve a Thanksgiving Feast to the Homeless and give them a special Rocker Lunch.
- November 24th - Jean Day is back with proceeds benefitting the IMAGINE THERE'S NO HUNGER Campaign.
- Hard Rock visitors, and other supporters, can text the word IMAGINE to 50555 to donate \$10 to Why-Hunger and help feed a hungry child.
- Throughout the month Hard Rock Biloxi will also participate in the IMAGINE Campaign by selling bracelets with proceeds going to the charity. There will be 100 sold for \$2.00 at the Front Desk, 100 sold for \$2.00 at Player Services, and Hard Rock Employees will also be able to participate by purchasing for \$2 or for Jean Day \$5 to wear jeans and receive a bracelet if available. All proceeds going to the IMAGINE THERE'S NO HUNGER Campaign

These events are part of Hard Rock International's 2011 global IMAGINE THERE'S NO HUNGER campaign, which is supported by John Lennon's wife, artist and musician Yoko Ono Lennon, to combat childhood hunger and poverty around the world. Dedicated to the brand's "All is One" core value, proceeds from Hard Rock's campaign will directly benefit WhyHunger, a leader in building the global movement to end hunger and poverty, and its grassroots partners around the globe in hopes of finding long-term solutions through sustainable agriculture.

"November is a time where many people give thanks, but for many, they do not have the opportunity for something as simple as a hot meal," Said Duncan McKenzie President and General Manager of Hard Rock Hotel and Casino Biloxi. "Hard Rock's IMAGINE Campaign allows us to continue our community service and outreach, and take it one step further through donations to the campaign that also enables people to help others in need," McKenzie said.

Hard Rock locations around the globe will also offer IMAGINE THERE'S NO HUNGER items in support of

WhyHunger and its grassroots partners, which will be available for a limited time only, and exclusively at Hard Rock's Rock Shops and [www.hardrock.com](http://www.hardrock.com). For more information or to show support for the campaign, visit [www.Hardrockhotels.com](http://www.Hardrockhotels.com) or [www.WhyHunger.org](http://www.WhyHunger.org).

#### About WhyHunger

WhyHunger is a leader in building the movement to end hunger and poverty by connecting people to nutritious, affordable food and by supporting grassroots solutions that inspire self-reliance and community empowerment. Founded in 1975 by the late Harry Chapin & current Executive Director Bill Ayres, WhyHunger works to put an end to hunger suffered by 49 million Americans and nearly 1 billion people worldwide. WhyHunger's main programs include the National Hunger Hotline 1-866-3-HUNGRY, which refers individuals in need of emergency food assistance to soup kitchens, food banks, government nutrition programs & community organizations in their neighborhoods; the Grassroots Action Network, which provides information, networking opportunities, capacity building & access to over 8,000 anti-hunger & poverty community organizations across the United States and around the world; and Artists Against Hunger & Poverty which is supported by Bruce Springsteen, Michael McDonald, Chicago, Earth Wind & Fire, Joss Stone, Darryl McDaniels, Jackson Browne, O.A.R, and many others. For more information, visit [www.whyhunger.org](http://www.whyhunger.org).

#### About Hard Rock International

With a total of 172 venues in 51 countries, including 135 cafes and 15 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. 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. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang, Singapore and Punta Cana. Additional hotel and casino projects have been announced including Panama Megapolis, scheduled to open in 2011; and Hungary, Dubai and Abu Dhabi, scheduled to open in 2013. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit [www.hardrockhotels.com](http://www.hardrockhotels.com). For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).

#### About Hard Rock Hotel & Casino Biloxi

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi, LLC. The property features a Hard Rock Casino with over 1200 slot machines, 50 table games and a poker room. The Rock Spa, an Aveda Concept Spa, offers services such as facials, massages, body wraps, and salon. Additional conveniences include fitness center, 12-story hotel with 326 rooms and suites, unique pool with swim up bar and cabanas, The Ledge, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe Great Steaks & Seafood, and the Hard Rock Cafe. Hard Rock Live® accommodating over 1800 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Maroon 5, Stevie Nicks, 38 Special, Sara Bareilles, Stone Temple Pilots, Darius Rucker, Lady Antebellum, Sheryl Crow and many more. Retail shops include the Rock Shop, Taunt, Ben & Jerry's, and Starbucks. The Hard Rock Hotel and Casino is located at 777 Beach Boulevard – Home of the Largest Jackpot in Mississippi Gaming History! For more information on Hard Rock Hotel and Casino Biloxi, visit [www.hardrockbiloxi.com](http://www.hardrockbiloxi.com).