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**PINK ROCKS: HARD ROCK INTERNATIONAL'S ANNUAL PINKTOBER™ CAMPAIGN  
RAISES AWARENESS AND FUNDS FOR BREAST CANCER RESEARCH**

**Orlando, Fla., September 8, 2010** – Hard Rock International and five-time PINKTOBER™ “Artist Ambassador” **Melissa Etheridge** invite guests to join with music superstars and rock out, strike a pose or lift a glass in support of breast cancer awareness and research! For the 11<sup>th</sup> year, Hard Rock locations worldwide support the cause through the multifaceted PINKTOBER campaign, benefiting breast cancer charities worldwide. The 2010 PINKTOBER initiative gives guests a variety ways to show their support, including limited-edition PINKTOBER apparel and accessories, Pink menu offerings and live music events – all for the cause!

The global PINKTOBER launch will kick off on Tuesday, September 28, 2010, with a special appearance and performance by Oscar® and two-time GRAMMY® winner, multi-platinum recording artist and breast cancer survivor Melissa Etheridge at Hard Rock Cafe Hollywood on Hollywood Boulevard. In addition, **Crystal Bowersox**, “American Idol” 2010 runner-up, will show her support for the cause with a performance at the star-studded PINKTOBER launch. Event ticket and merchandise sales will raise funds for The Breast Cancer Research Foundation®.

"PINKTOBER is a great way for me to share my story with my fans, help educate and raise awareness, and of course rock out for a cause that personally affects me each day," said PINKTOBER “Artist Ambassador,” Melissa Etheridge. “I look forward, for the fifth year, to joining Hard Rock International for this empowering and high-energy program.”

PINKTOBER will continue to rock the world on Tuesday, October 5, 2010, with Hard Rock’s PINKTOBER Charity Concert to be held at London’s IndigO2. The concert will feature exclusive performances from top female pop acts, including **The Bangles, Beverley Knight, Amy Macdonald** and many more to be announced. Proceeds from event ticket sales will benefit The Caron Keating Foundation.

Can’t get to Hollywood or London? No problem. Hard Rock guests around the world are encouraged to participate in PINKTOBER at live music events and appearances at local Hard Rocks, which will feature established and emerging acts rocking throughout the Fall. For the full 2010 Hard Rock PINKTOBER artist lineup, please visit [www.hardrock.com](http://www.hardrock.com). All events will benefit breast cancer research and awareness organizations.

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“All of us at The Breast Cancer Research Foundation are so grateful for the tremendous support from Hard Rock, which helps us advance our mission of prevention and a cure in our lifetime,” said Myra Biblowit, President, The Breast Cancer Research Foundation. “We believe that research saves lives, and the PINKTOBER campaign brings global attention to the cause.”

“PINKTOBER is an amazing global initiative that combines all of our favorite things – supporting a deserving cause with world class talent, iconic merchandise and delicious food and beverage,” said Annie Balliro, Sr. Director of Brand Philanthropy, Memorabilia and Acquisitions and Artist Relations, Hard Rock International. “We are honored to once again collaborate with “Artist Ambassador” Melissa Etheridge, and all of our PINKTOBER partners, to help raise awareness and funding towards incredible research that WILL one day find a cure!”

### **Go PINKTOBER This October**

Whether you're headed out or settling in, Hard Rock's PINKTOBER limited-edition merchandise gets you into the hottest color of the season – Pink! 2010 PINKTOBER products, including a collector's edition pin, T-shirt, bracelet, robe, Pink sheets and more, will be sold exclusively at Hard Rock properties worldwide, including Cafes, Hotels, Casinos and on [www.hardrock.com](http://www.hardrock.com). Proceeds from the sale of PINKTOBER merchandise will benefit The Breast Cancer Research Foundation and The Caron Keating Foundation (UK only) with 75 percent of the retail price of each pin and 15 percent of the retail price of other products sold going directly to the cause.

In addition, The Bangles, Hard Rock Hotel PINKTOBER “Artist Ambassadors,” get into bed for a cure as part of Hard Rock Hotel's Pink Sheets program. Throughout October, select Hard Rock Hotel rooms across the United States will offer special rooms dressed with Hard Rock Pink sheets. 25 percent of the room rate will be donated to breast cancer research and awareness charities.

### **Charity Never Tasted so Good**

As part of PINKTOBER, Hard Rock Cafe locations will offer a special selection of Pink drinks and a dessert offering benefiting various breast cancer charities. Guests can visit their local Hard Rock Cafe for a delicious way to give back – it's as effortless as picking up a fork or lifting a glass!

### **About The Breast Cancer Research Foundation**

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2010, BCRF will award \$33 million to over 170 scientists across the United States, Canada, Latin America, Europe, the Middle East, and Australia. Currently, 88 cents of every dollar donated to the Foundation goes directly to breast cancer research and awareness programs. And the American Institute of Philanthropy has awarded the Foundation its highest possible rating of A+. BCRF is the only breast cancer organization to

receive this accolade; and is the only *cancer* organization to currently hold this ranking. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

### **About The Caron Keating Foundation**

The Caron Keating Foundation is a fund raising partnership set up by Gloria Hunniford, Paul & Michael Keating and Russ Lindsay. The Foundation will offer financial support to professional carers, complimentary healing practitioners and support groups dealing with cancer patients, as well as individuals and families who are affected by the disease. It will also financially help a number of cancer charities with their ongoing quest for prevention, early detection and hopefully ultimate cure. For more information, please visit [www.caronkeating.org](http://www.caronkeating.org).

### **About Hard Rock International**

With a total of 169 venues in 52 countries, including 134 cafes and 14 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 and Singapore. Additional hotel and casino projects have been announced in Punta Cana, scheduled to open in 2010; Panama, scheduled to open in 2012; 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).

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