



**BILOXI**

**HARD ROCK BILOXI KICKS OFF BREAST CANCER AWARENESS MONTH WITH  
PINK PARTY AND SPECIAL GUEST DEANNA FAVRE**

*“Duncan” Booth, DJ, Signature PINK Drinks and More to Kick off a Month of Awareness!*

**Biloxi, Mississippi, September 21, 2009** – Hard Rock Hotel and Casino Biloxi kicks off Breast Cancer Awareness with a PINK party to celebrate Life! Special guest Deanna Favre will be in attendance to help kick off the festivities Friday, October 2 at Hard Rock Biloxi’s Pool from 7-10 PM as the gates are opened to raise both awareness and HOPE.

“Hard Rock’s very involved in philanthropy, and one that is near to our heart is Breast Cancer awareness. Last year we mounted the large pink ribbon, so this year we decided to up the stakes so speak and really invite the whole community to be a part of what we are all about,” said Duncan McKenzie President and General Manager of Hard Rock Hotel and Casino Biloxi.

This year promises to be full of excitement from the moment the doors open with a \$10 donation going towards the Deanna Favre HOPE Foundation. There will be a “Duncan” Booth where you can line up and dunk your favorite Hard Rock Biloxi Executive all for a good cause, cash bar with signature pink drinks, DJ and special LIVE performance by Goldy Locks. In addition to these great items we will have food set up in each Cabana from local favorites such as Mary Mahoney’s, Ruth’s Chris Steak House, Hooters, Ben & Jerry’s Ice Cream, Starbucks and more! There will also be a great live auction with fantastic pink items including an autographed Melissa Etheridge guitar. PLUS there will some great surprises along the way!

“This night truly promises to be filled with fun and excitement, and in the end it is all about giving back to a great cause which is Breast Cancer Awareness and celebrating life which for Hard Rock Biloxi is what it’s all about,” said McKenzie.

For more details on this event go to [www.hardrockbiloxi.com](http://www.hardrockbiloxi.com).

### *About the Deanna Favre HOPE Foundation*

The mission of the Deanna Favre HOPE Foundation is to provide assistance to women who are underserved or underinsured in their battle against breast cancer.

Those who know her best say that Deanna Favre has spent her whole life helping other people. As the rock behind her husband, Green Bay Quarterback Brett Favre, Deanna has balanced the needs of her family with her commitment to charitable causes, including raising more than \$3 million for the Brett Favre Fourward Foundation. Their foundations mission statement is to raise funds for disadvantaged and disabled children in Mississippi and Wisconsin.

Following a breast cancer diagnosis at the age of 35, just one week after the loss of her brother, Deanna was forced to confront her own challenges. She resolved to triumph over this disease through HOPE, FAITH AND LOVE, as inscribed on a bracelet she wears. She has expanded her charitable work and is the founder of the Deanna Favre HOPE foundation. The foundation was set up to help women who have been diagnosed with breast cancer that are disadvantaged or underinsured. You will be inspired by the strength and generosity of the other hero in the Favre family.

### **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 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. In October 2007, \$32 million was awarded to 151 scientists across the United States and in Canada, Latin America, the Middle East, and throughout Europe. And for the seventh consecutive year, Breast Cancer Research Foundation received Charity Navigator's highest rating, four stars, thus outperforming over 99% of the evaluated charities, while the American Institute of Philanthropy has awarded Breast Cancer Research Foundation its highest possible rating of A+. Breast Cancer Research Foundation is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit [www.bcrfcure.org](http://www.bcrfcure.org) or call 1.866.FIND.A.CURE.

### **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 1400 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 nails and Merge hair salon. Additional conveniences include fitness center, 12-story hotel with 318 rooms and suites, unique beach pool with underwater music features, Rise, the lounge located on the 12th floor of the hotel, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe Great Steaks & Seafood, and the Hard Rock Café. Hard Rock Live® accommodating over 1600 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Kid Rock, The Doobie Brothers, Styx, REO Speedwagon 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** – the luckiest address in town!