



**ROCKFORD**

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## **RICK NIELSEN AND HARD ROCK CASINO ROCKFORD CELEBRATE ‘815 ROCKFORD DAY’ WITH OPENING OF NEW COMMUNITY OFFICE**

*The downtown office will serve as an information center for Rockford residents*

ROCKFORD, Ill. – Today, Hard Rock Casino Rockford celebrated “815 Rockford Day” with the grand opening of its new Hard Rock Info Center in downtown Rockford. Located at the corner of State and Main, the office will serve as an information center for Rockford residents who want to learn more about the proposed project and sign up for future information about potential employment and vendor opportunities if the Hard Rock Casino Rockford proposal is approved by the city and state.

The Hard Rock Casino Rockford team emphasized its commitment to hiring locally and purchasing from local vendors, if approved. Additionally, the team is committed to local workforce development and the training of local residents to prepare them for employment in the region’s gaming industry, as well as utilizing union construction jobs. The construction of the casino would lead to an estimated 1,200 construction jobs and project is expected to create approximately 1,000 full-time and part-time jobs.

“On a day that celebrates and promotes local businesses, Hard Rock is opening its first doors to Rockford,” said Cheap Trick lead guitarist Rick Nielsen, who was joined by several family members to greet guests and visitors to the office.

“Karen and I couldn’t be more excited to show our neighbors and community what this project could bring to our city. Rockford is our home and it’s a dream come true for us to think of a Hard Rock venue in our hometown. Hard Rock is the best partner for any community and can build a casino that will be a destination point in our city,” said Nielsen.

The event featured giveaways of Hard Rock Casino Rockford branded t-shirts, stickers and more. The community office is located at 308 W. State Street and will be open during weekday afternoon office hours. Please visit the project website [www.hardrockcasinorockford.com](http://www.hardrockcasinorockford.com) to learn more about the proposal and to sign up for news alerts and information.

Hard Rock International is in partnership with several local community members and investors to submit a proposal for a Hard Rock Casino on the site of the former Clock Tower Resort on East State Street next to the I-90 Tollway. Learn more about the City of Rockford’s casino approval process [here](#).

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### **About Hard Rock®:**

With venues in 74 countries, including 188 Hard Rock Cafes, 240 Rock Shops®, 29 hotels and 11 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 most valuable 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 available in global Rock Shops and online at <https://shop.hardrock.com>. HRI owns the global trademark for all Hard Rock brands including Hard Rock Live performance venues. The company owns, operates and franchises Cafes known for their award-winning Legendary® Steak Burgers 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 entity The Seminole Tribe of Florida. Another exciting Hotel & Casino location includes Atlantic City. Hard Rock Hotels are located in vibrant city and resort destinations such as Bali, Cancun, Daytona Beach, Desaru Coast, Ibiza, London, Los Cabos, Orlando and Shenzhen. Upcoming new Hard Rock Cafe locations include Kathmandu, Nepal, Gran Canaria, Spain, New Castle, United Kingdom, Asuncion, Paraguay, and Chandigarh, India. New Hard Rock Hotel, Casino or Hotel & Casino projects include Amsterdam, Berlin, Budapest, Dublin, Madrid, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers, Forbes Magazine's Top Employers for Women and No. 1 in J.D. Power's 2019 North America Hotel Guest Satisfaction Study among Upper Upscale Hotel Chains. For more information on Hard Rock International visit [www.hardrock.com](http://www.hardrock.com).