



ROCKFORD

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Contact: Kelly Klopp
(312) 952-1108

kk@respublicagroup.com

HARD ROCK CASINO ROCKFORD ANNOUNCES PARTNERSHIP WITH ROCKFORD PARK DISTRICT

ROCKFORD, Ill. – The Hard Rock Casino Rockford team is proud to announce a potential partnership with the Rockford Park District to contribute to a vibrant park system and programs that offer music and play to the residents of Rockford.

“We are incredibly pleased to announce this proposed partnership with the Rockford Park District. The District’s mission aligns greatly with ours, and we’re excited to join forces to enhance area residents’ access to live music and music programming,” said Dan Fischer, a lead investor with the Hard Rock Casino Rockford proposal team.

The partnership is contingent upon the Hard Rock Casino Rockford project approval by the City of Rockford and the Illinois Gaming Board and would begin after Hard Rock is awarded a license and is open for business at a temporary casino location in Rockford.

According to their agreement, Hard Rock Casino Rockford and Rockford Casino Development will make an initial, upfront contribution to be used for a variety of projects, including construction of an outdoor amphitheater at Levings Park, a music studio for youth at Washington Park Community Center which will serve over 600 youth and teens, and improvements to the Sennissippi Music Shell for its concert and performance series. Additionally, Hard Rock Casino Rockford will make an annual contribution to the Rockford Park District for youth programming in neighborhood parks.

At the park district meeting on Tuesday evening, Rockford Park District board members passed a resolution of support for the Hard Rock proposal. “A partnership with Hard Rock Casino could help minimize future service reductions and over time provide financial resources to support areas that citizens deemed top priorities such as neighborhood parks, youth programs, along with arts and cultural programming,” said Rockford Park District Executive Director Jay Sandine.

The Hard Rock team is committed to being a strong community partner, bringing jobs, investment and opportunities to the region through the casino and through strategic local partnerships. Hard Rock 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.

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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.