HARD ROCK HOTEL BALI CELEBRATES FOUNDER'S DAY WITH BEACH CLEAN UP & TURTLE RELEASE





Bali – June 22nd, 2016 - On Tuesday, June 14, 2016, Hard Rock celebrated 45 years since its founding with visit to Bali's Fire Brigade, Beach Clean Up and Turtle Release.

If you love music, memorabilia, shop for merchandise, good food and great times, Hard Rock is the place! In 1971, two music-loving Americans founded the first Hard Rock Cafe in an old Rolls Royce showroom in London, and an icon was born. More than four decades later, Hard Rock celebrates its 45th birthday and still rockin'.

Celebrated globally, Bali's Fire Brigade was recognized for their dedication and service to the community by the team at Hard Rock Hotel Bali.

To commemorate "Founders Day" the anniversary of the opening of the first Hard Rock Cafe in London, Hard Rock Bali including; Hard Rock Hotel Bali and Rock Shop, organized a beach cleaning day at Kuta Beach. The program started at 7 AM with a team of 45 management and band members followed by the release of 45 turtles back into the ocean.

"On this 45th Anniversary of Founders' Day, we look forward to celebrating with local heroes and all Hard Rock fans around the world. Today we will honor and be of service to those who serve and protect us every day. Thank you to all the band members in celebration on this special day" said Shane Coates, General Manager of Hard Rock Hotel Bali



About Hard Rock Hotel Bali

Sprawling across three hectares of pristine tropical property, Hard Rock Hotel Bali is located in Kuta, the heart of Bali's famous entertainment and shopping district. Hard Rock Hotel Bali is Asia's first Hard Rock Hotel and the leading entertainment hotel in Bali features 418 tribute rooms, luxury and deluxe suites reflect the glory and legends of Rock 'n Roll, alongside six cutting edge food and beverage outlets. Additional features include Lil' Rock Kids Club, TABU Family Entertainment Center, Boom Box Recording Studio, Rock Spa, Body Rock fitness center and a Rock Shop – Hard Rock Merchandise Store. For more information, please visit www.bali.hardrockhotels.net.

About Hard Rock International

With venues in 68 countries, including 164 cafes, 23 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 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. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes 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 company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Reykjavik and Lyon. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, Itapema, Los Cabos, Tenerife, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

About HPL Hotels & Resorts

Headquartered in Singapore, HPL Hotels & Resorts is a hospitality management company, operated and wholly owned by Hotel Properties Limited (HPL), a Singapore main-board listed company. HPL Hotels & Resorts manages the activities of eleven hotels and resorts in Asia Pacific and the Indian Ocean. These include Concorde Hotel Singapore, Concorde Hotel Kuala Lumpur, Concorde Hotel Shah Alam, Concorde Inn Kuala Lumpur International Airport, Hard Rock Hotel Bali, Hard Rock Hotel Pattaya, Hard Rock Hotel Penang, Casa del Mar – Langkawi, The Lakehouse – Cameron Highlands, Casa del Rio – Melaka dan Gili Lankanfushi, Maladewa. For more information, please visit www.hplhotels.com.

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