

PRESS RELEASE

For immediate release



HARD ROCK RISING GIVES ASPIRING ARTISTS A CHANCE AT STARDOM

Winner of 2017 Battle of the Bands Will Perform at Hard Rock Stadium in Miami Gardens, Florida, USA.



Hard Rock International is calling on emerging musicians to take center stage for the chance to play during halftime at Hard Rock Stadium! As part of this year's **Hard Rock Rising**, the most far-reaching battle of the bands competition, artists and music acts at more than 125 Hard Rock Cafe, Hotel, and Casino properties across the globe will drop a beat or sing their hearts out for this once-in-a-lifetime opportunity. Beginning on **Thursday, March 2** until **Thursday, March 30, 2017**, Hard Rock, in partnership with ReverbNation, will open online registration at HardRockRising.com for interested musicians wishing to participate in the global battle. As part of the competition, all finalists will receive \$1,000 USD or Bt. 35,000.

Hard Rock Café Pattaya will select a local winner to be awarded a \$1,000 USD or Bt. 35,000 cash prize. The local winner of Hard Rock Café Pattaya will proceed to the next round and have a chance to be selected as the Regional Winner within the four regions (North & Central America, South America, Asia & Middle East and Europe). Then, Regional winners will proceed to the final round and have a chance to be selected as Hard Rock Rising's Global Artist of the Year.

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HOW TO APPLY

1. REGISTER

The first step is to register using this website <http://www.hardrockrising.com>. Registration begins on March 2nd, 2017 and runs until March 30th, 2017. Registration is managed by our friends at ReverbNation. You don't have to be a current member of ReverbNation to enter, but you'll need to create a ReverbNation profile during the entry process.

2. UPLOAD

Upload your best original song (no covers, please). Choose your song wisely — it will be the main criteria for being selected to perform.

3. VOTE

When the contest begins, you will be e-mailed a link to your band on this website. Share this link with your fans via social media or whatever means you desire. Tell your fans to click the "VOTE FOR US" button to show their support. Voting runs from May 1st, 2017 to May 6th, 2017

4. ANNOUNCE LOCAL FINALISTS

The 4 local finalists will be announced on May 8th at <https://www.facebook.com/hardrockcafepattaya>.

5. LOCAL COMPETITION

Live performance on May 19th, 2017 at Hard Rock café Pattaya from 7pm until 9pm. All 4 local finalists will enter to the local competition round and the local winner will be selected by a panel of local judges. The local winner will proceed to the next round and have a chance to be selected as the Region winner.

For more information please call +66 38 428755-9

Or visit our website at <http://pattaya.hardrockhotels.net>

Facebook: <http://www.facebook.com/hardrockhotelpattaya>

About Hard Rock International

With venues in 74 countries, including 174 cafes, 24 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 Valencia, Innsbruck, Yangon and Chengdu. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, London, Los Cabos, New York City, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

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