

# PRESS RELEASE

For immediate release

## HARD ROCK INTERNATIONAL AMPLIFIES THE SOUND OF YOUR STAY® WITH LAUNCH OF WAX MUSIC AMENITY PROGRAM

Hospitality Brand Teams Up with Iconic Brands and Emerging Artists for Complimentary In-Room Vinyl Experience



Further establishing its role as the premier music-lifestyle brand in the hotel industry, Hard Rock International announces the debut of WAX: the latest component to the brand's complimentary and signature The Sound of Your Stay® music amenity program. Partnering with Crosley, one of the world's most notable turntable manufacturers, and Sony Music Entertainment, a global recorded music company, guests will be offered an all-encompassing opportunity to tune in to the resurgence of vinyl records. Exclusive at HARD ROCK HOTEL PATTAYA and all 24 Hard Rock hotels, guests will be offered stylish turntables in the comfort of their own rooms and experience music as it was intended to be listened to.

WAX will serve as another experiential element to the brand's unmatched music amenity program which includes picks., a guitar room service program allowing hotel guests to choose from 20 enticing Fender guitars, including Stratocasters, Telecasters and basses, to play during their stay. Available now, guests will have the ability to check out one of ten Crosley "Keepsake" Record Players and a Crosley Record Carrier Case during their stay from the front desk. Inside the carrier will be curated collection of quintessential vinyl records spanning from classic "must haves" to records that will bring back a sense of nostalgia and discovery, as well as today's emerging artists.

# PRESS RELEASE

*For immediate release*

“There is a sense of connection with the music when one’s listening to vinyl that is not replicable with any other format. It’s not just hipster nostalgia – there is a real, visceral thing that happens,” says Matt Watts, director of music and marketing for Hard Rock Hotels & Casinos. “With WAX, Hard Rock wants guest to experience that magic right there in their hotel rooms. Whether they grew up listening to vinyl or are just now getting turned on to its unique vibes for the first time, the WAX program is a perfect vehicle for one’s vinyl journey.”

To celebrate the Sound of Your Stay® and its latest offering, Hard Rock has also partnered with five buzzed-about, emerging artists to help amplify the launch by featuring exclusive pictures, video content, live performances and integration of each artists’ latest records into the WAX collection for guests to enjoy at leisure. Artists include New Politics, who have been lighting up the airwaves with new hit single, “One of Us,” showcasing their blend of punk, pop and electronically induced dance rock on tour with 311 this summer; The Aces, comprised of four girls taking the musical realm by storm with their newly released video for “Physical”; Evan Rachel Wood and Zach Villa’s Rebel and a Basketcase, fusing an anthemic electronic pop sound with androgynous glam to bring a larger-than-life aesthetic with new single “Today” – influenced by both 80’s pop and rock, as well as today’s alternative music; Run River North, a Korean-American indie folk-rock band from Los Angeles who have truly made a name for themselves with their breakout single “Run or Hide;” in addition to Grammy award-winning, veteran singer and songwriter Michelle Branch who recently released her most fully realized artistic statement yet with album “Hopeless Romantic.”

“Rebel and a Basketcase and Hard Rock share an affinity for inspired choices. With our new record coming out this summer, the Sound of Your Stay program provides an unparalleled opportunity for us to personally connect with our fans,” said Rebel and a Basketcase’s Evan Rachel Wood and Zach Villa.

Appealing to the modern business or leisure traveler, the elements of The Sound of Your Stay® create an unparalleled, authentic, hands-on experience, allowing guests to channel their inner rock star – whether setting the mood with complimentary vinyl record or nailing power chords on a Fender guitar during an in-room jam session. For more information or to book a stay at any of the Hard Rock Hotels & Casinos, please visit [www.hardrockhotels.com](http://www.hardrockhotels.com).

## **About Hard Rock International**

With venues in 75 countries, including 175 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, Andorra la Vella and Chengdu. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, London, Los

# PRESS RELEASE

*For immediate release*

Cabos, New York City, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).

For more media information, please contact:

**Khwanjira Jinjantaravong**

*Marketing Communications Manager*

E-mail: [khwanjira.j@hardrockhotels.net](mailto:khwanjira.j@hardrockhotels.net)

**Hard Rock Hotel Pattaya & Hard Rock Café Pattaya**

429 Moo 9 Pattaya Beach Road, Chonburi 20150

Tel: +66 38 428755

Toll Free Number (Thailand) 1800 999 001

Fax: +66 38 421673

Website: <http://pattaya.hardrockhotels.net>

