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**HARD ROCK HOTEL SAN DIEGO COMES OUT WITH PRIDE ROCKS PACKAGE**  
*Hotel Signs on as the Official Hotel Partner of 36<sup>th</sup> Annual San Diego LGBT Pride Festival*

SAN DIEGO – June 10, 2010 – [Hard Rock Hotel San Diego](#) shows its pride and support for the local lesbian, gay, bisexual and transgender (LGBT) community with the launch of the **Pride Rocks** package, available through June 2011. As the official hotel partner of the **36<sup>th</sup> annual San Diego LGBT Pride Festival**, held July 17-18, Hard Rock Hotel San Diego will donate \$20 from every package booked to San Diego Pride and the Harvey Milk Foundation, San Diego Pride's charity of choice.

Perfect for out of town guests or San Diegans looking for a place to crash after the festivities, the Pride Rocks package starts at **\$219** for an overnight stay in a Hard Rock Studio, which offers sleek and comfortable accommodations in the heart of the city. Guests will also receive a \$20 "anything you want credit" which can be used at the hotel's retro-chic diner Maryjane's, lavish Rock Spa, acclaimed nightlife venues Float and 207 or for room service or in-room movies. The package is valid for booking through June 1, 2011, based on availability.

As the official hotel sponsor of 36<sup>th</sup> Annual San Diego LGBT Pride Festival, Hard Rock Hotel San Diego will support several local events throughout the year including the July 1 Pride Out at the Park Padres Post Tailgate event and the annual Pride appreciation holiday dinner party. Hard Rock Hotel San Diego will also have a presence at the San Diego LGBT Pride Festival and Parade.

"One of Hard Rock's brand pillars is 'Love All, Serve All,' and we are proud to partner with San Diego Pride to show our continued support for the lesbian, gay, bisexual and transgender community," said Matt Greene, general manager at Hard Rock Hotel San Diego. "Through this partnership and the Pride Rocks package, Hard Rock Hotel San Diego hopes to help foster pride and respect for the LGBT community in America's Finest City."

San Diego Pride is a nonprofit organization whose specific purpose is to produce civic, cultural and educational programs to support and encourage pride within San Diego's LGBT communities. Hard Rock Hotel San Diego's commitment to the LGBT community extends beyond this partnership. In 2008, the hotel partnered with Olivia Companies, the nation's premier lesbian-owned travel company, to host the city's largest all-lesbian wedding event to date when same-sex couples were granted the right to marry in California.

For more information on Hard Rock Hotel San Diego's Pride Rocks package, please call 866-751-7625 or visit [www.hardrockhotelsd.com](http://www.hardrockhotelsd.com).

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*Editor's note: High-resolution photos available upon request.*

**About Hard Rock Hotel San Diego**

Located at the entrance of the Gaslamp Quarter across from the San Diego Convention Center, Hard Rock Hotel San Diego boasts an upscale, contemporary design, signature restaurants, a sophisticated nightlife,

superior customer service and, of course, the distinctive thread running through all Hard Rock properties – rock ‘n’ roll. Amenities include 420 rooms and suites including 17 Rock Star Suites, over 40,000 square feet of unique meeting and event space, a world-class Nobu restaurant, Float pool lounge and street-level 207 bar. Additional features include retro-chic diner Maryjane’s, Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a Rock Shop and a Pinkberry yogurt store. For more information, visit [www.hardrockhotelsd.com](http://www.hardrockhotelsd.com).

### **About Hard Rock International**

With a total of 159 venues in 52 countries, including 129 cafes and 12 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. 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. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Tulsa, Pattaya, Bali, Macau and Penang. Additional hotel and casino projects have been announced in Singapore scheduled to open in 2010; Palm Springs, Atlanta and Panama, scheduled to open in 2011; Hungary, Dubai and Abu Dhabi, scheduled to open in 2012. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit [www.hardrockhotels.com](http://www.hardrockhotels.com). For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).