

PRESS RELEASE

For immediate release

HARD ROCK BALI GIVES BACK ON INDONESIAN CHILDREN'S DAY



To celebrate the 15th anniversary of Indonesia's National Children's Day, Hard Rock Bali including ; Hard Rock Hotel Bali, Hard Rock Café Bali and Hard Rock Radio Bali visited Yasa Kerthi Orphanage and donated 32 boxes of clothes, shoes, linens, books, toys and food to help needy children in Bali.

"In line with our Hard Rock mantra "Love All Serve All", Hard Rock Hotel Bali, Hard Rock Café Bali and Hard Rock Radio Bali are committed to supporting social and charity events that benefit our local community. It is part of our promise to support our community through corporate social responsibility programs. Hard Rock Hotel Bali will continue to assist and monitor the development of this orphanage through our long term commitment to support Yasa Kerthi. We strongly encourage our guests, staff, partners and friends to join us in this humanitarian quest to make a difference in the lives of needy children in Bali." said I.G.N Wiadnyana, Director Human Resources of Hard Rock Hotel Bali.

The activities started at 12.00 noon when all Hard Rockers arrived in Karangasem and had lunch together with the children of Yasa Kerthi Orphanage and participated in various children's games, activities and crafts which were organized by staff from Hard Rock Radio, Hard Rock Hotel and Hard Rock Café.

"Caring for children reflects one of Hard Rock's key values. Children are our hope for the future and it is our belief that the task of building a better tomorrow begins today. We would also like to give a big thank you to Surfer Girl and /rif Band for their donations and their community spirit and support for these children." said Aulianty Fellina Rizal, Marketing and Communications Manager of Hard Rock Hotel Bali.

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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, alongside six cutting edge food and beverage outlets. A paradise for couples, families and singles. Come to the Hard Rock Hotel Bali and feel like a Star! For more information, please visit www.hardrockhotels.net.

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