

For Immediate Release



ATLANTIC CITY

**HARD ROCK HOTEL & CASINO ATLANTIC CITY
ANNOUNCES FREE PLAY FOR 20 YEARS**



Atlantic City, NJ (August 2, 2018) – **Hard Rock Hotel & Casino Atlantic City** is launching its new casino promotion this month coming off of their recent Grand Opening. Hard Rock Hotel & Casino Atlantic City is going to make one lucky winner very happy when they give away **FREE Play For 20 Years** on September 2. The grand prize winner will receive \$500 in Free Play, Every Week of Every Month of Every Year for 20 Years.

Wild Card Members can earn entries into this Sweepstakes by simply using their Wild Card when they play their favorite Table Games and Slot Machines. Card members will earn 10 entries for every comp dollar earned between now and 10:45pm on September 2. The lucky winner of Free Play For 20 Years will then be announced later that night at 11p.m., which breaks down to more than half a million in Free Play for one fortunate Hard Rocker.

The 17-acre Hard Rock Hotel & Casino Atlantic City has become the city's go-to entertainment destination with 2,200 slots, 120 table games, more than 20 first-class restaurants and dining choices, and world class-class entertainment by way of Hard Rock Live at Etess Arena, Sound Waves, Howie Mandel's Comedy Club and the five stages known as 365 Live with performances every single day of the year. The new, music-inspired property offers lavish guest rooms and suites, with stunning views of the city and the pristine Atlantic Ocean, as well as, the brand's signature full-service Rock Spa® and Salon, offering unique relaxation in 31 private treatment rooms.

Must be 21 years or older and be a Wild Card account holder. All entries earned must be activated between 9:00pm and 10:45pm on September 2, 2018 to be eligible to win the Grand Prize. Must be present to win. Additional restrictions do apply. A full list of the rules and regulations can be found at Wild Card Services. For more information, please visit hardrockhotelatlanticcity.com.

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Hard Rock Hotel & Casino Atlantic City

Set on 17 acres, with the legendary Atlantic City Boardwalk as its backdrop, Hard Rock Hotel & Casino Atlantic City will be Atlantic City's go-to entertainment destination, boasting 2,200 slots, 120 table games, more than 20 first-class restaurants and lounges, and world-class entertainment, including Hard Rock Live at Etes Arena, the beachside Sound Waves and Howie Mandel's Comedy Club. The hotel and casino also features the iconic Hard Rock Cafe, overlooking the Atlantic City Boardwalk, showcasing a brand new elevated menu and state-of-the-art stage, allowing for an amplified level of service and entertainment. Along with an endless array of upscale amenities, including world-class shopping and the brand's signature full-service Rock Spa and Salon, featuring 31 treatment rooms, the new, music-inspired property offers lavish guest rooms and suites, with stunning views of the city and Atlantic Ocean. From family vacations and business trips to weddings, Hard Rock Hotel & Casino Atlantic City offers an unparalleled experience. Each of the hotel's guest rooms and suites radiates a contemporary style, including Hard Rock's signature The Sound of Your Stay® music amenity program, which allows guests to set the mood with complimentary vinyl records or jam out on a Fender guitar in the privacy of their own room. Hotel guests can enjoy high speed, property-wide Wi-Fi, 24-Hour In-Room Dining, towel and chair service at Hard Rock Beach or at the indoor pool, and 24-Hour Access to Body Rock fitness. For more information and to book your stay, please visit hardrockhotelatlanticcity.com.

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