

# **Golden 1 CENTER** PRESS RELEASE

500 DAVID J STERN WALK, SACRAMENTO, CA 95814 | 916.701.5393

## **GOLDEN 1 CENTER ANNOUNCES PARTNERSHIP WITH HARD ROCK CASINO**

-- *Hard Rock Casino Concert Series at DOCO this Summer* --

-- *Hard Rock Shop® Storefront to Open in DOCO* --

**Sacramento, Calif.** – Today, Golden 1 Center announced a new partnership with [Hard Rock Hotel and Casino Sacramento at Fire Mountain](#). Last week, this partnership launched the DOCO Plaza Concert Series presented by Hard Rock Hotel & Casino Sacramento at Fire Mountain with [concerts](#) following the [California Classic games](#). Additionally, on July 1, the *Rock Shop®* storefront opened in DOCO for guests to purchase iconic merchandise.

“Golden 1 Center has created a once-in-a-generation spark in Downtown Sacramento through events, entertainment, culture and more,” said Sacramento Kings President of Business Operations John Rinehart. “Partnering with Hard Rock Casino will enhance Sacramento’s already thriving entertainment scene and provide more unique, fun opportunities to interact in DOCO.”

The Rock Shop® is similar to its brethren Rock Shops® available at Hard Rock properties around the world, offering a diverse selection of popular Hard Rock merchandise, such as hats, sweatshirts, t-shirts, golf attire, pins and more. However, this retail shop will also have some unique offerings that rock, like serving as a satellite employment center for the Hard Rock Hotel & Casino Sacramento at Fire Mountain property and also allowing visitors to register for the Wild Card rewards card, the official player loyalty program of Hard Rock Hotel & Casino Sacramento at Fire Mountain. Everyone who signs up at the shop or online at [hardrockhotelsacramento.com](#) will receive a commemorative Wild Card in the mail prior to opening.

“The Rock Shop® is a core element to the Hard Rock brand, and we are thrilled to open one here in DOCO to give the public a chance to interact and learn more about our new property before it opens,” said Hard Rock Hotel & Casino Sacramento at Fire Mountain President Mark Birtha. “As music is our differentiator, we are excited to partner with the Golden 1 Center to bring top musical acts to the DOCO this summer.”

The all new Hard Rock Hotel and Casino, opening Fall 2019 in Wheatland, will feature the latest in live music and entertainment, hospitality, world-class gaming and exceptional cuisine. It will feature a hotel with multiple suite offerings, a large gaming facility with over 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and a great selection of bars and restaurants. The property also includes signature brand amenities like the Rock Shop® and Body Rock® fitness center.

The Wild Card loyalty program will allow players to enjoy “authentic experiences that rock” at the new Sacramento gaming property or online at the Hard Rock Social Gaming platform while giving them the chance to accumulate loyalty points. The free Hard Rock Social Gaming platform is an online social gaming portal that allows everyone to experience the fun and exhilaration of being at a Hard Rock casino from across the world on their mobile device or computer. Players with Hard Rock Hotel & Casino Sacramento at Fire Mountain selected as their casino on the site will have the chance to win real-world prizes through regular sweepstakes promotions exclusively for Sacramento. To access Social Gaming for Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit [hardrocksocialcasino.com](http://hardrocksocialcasino.com) or search “Hard Rock Social Casino” in the Apple, Amazon or Google Play app stores.

For more information, visit [Golden1Center.com](http://Golden1Center.com).

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#### **About Hard Rock Hotel & Casino Sacramento at Fire Mountain**

*Set to open in fall 2019, Hard Rock Hotel & Casino Sacramento at Fire Mountain will feature the latest in live music and entertainment, hospitality, world-class gaming and exceptional cuisine. The property will be Hard Rock's first Vegas-style casino in California and will offer a hotel with multiple suite options, a large gaming facility with more than 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and a vast selection of bars and restaurants. The property will also include signature brand amenities like the Sound of Your Stay® in-room music program, a Rock Shop® and a Body Rock® fitness center. Additionally, the project marks a historic partnership between two Native American Tribes – The Seminole Tribe of Florida, owners of Hard Rock International, and Enterprise Rancheria. Owners of the Hard Rock Hotel & Casino Sacramento at Fire Mountain property, the Estom Yumeka Maidu Tribe of the Enterprise Rancheria is a sovereign Native American Nation offering diverse tribal government services and programs that improve the quality of life for its some 1,000 tribal citizens and surrounding communities in Northern California. For more information on Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit [hardrockhotelsacramento.com](http://hardrockhotelsacramento.com).*

#### **About Hard Rock®**

*With venues in 73 countries including 184 cafes, 237 Rock Shops®, 28 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 most valuable 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 available in Rock Shops and online at <https://shop.hardrock.com>. HRI owns the global trademark for all Hard Rock brands including Hard Rock Live® performance venues. 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 entity The Seminole Tribe of Florida. Other exciting Hotel & Casino locations include Atlantic City and Punta Cana. Hard Rock Hotels are located in vibrant city and resort destinations such as Bali, Cancun, Daytona Beach, Desaru Coast, Ibiza, London, Orlando and Shenzhen. Upcoming new Hard Rock Cafe locations include Piccadilly Circus in the United Kingdom, Kathmandu, Nepal, Kyoto, Japan, Asuncion, Paraguay and Chandigarh, India. New Hard Rock Hotel, Casino or Hotel & Casino projects include Amsterdam, Berlin, Budapest, Dublin, Los Cabos, Madrid, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming*

*Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers. For more information on Hard Rock International visit [www.hardrock.com](http://www.hardrock.com).*