

# Hard Rock Hotel Pattaya and Hard Rock Cafe Pattaya Charity Concert Night with PAUSE Band



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Pattaya, Thailand – 2 March 2018, Hard Rock Hotel Pattaya and Hard Rock Hotel Cafe Pattaya held its annual charity fundraiser concert with PAUSE band. Our deepest gratitude to General Kanit Permsub for his presence and patronage on this yearly charitable drive.

The night started with pre-dinner cocktails at The Soul Lounge. Words of welcome were given by Mr. Jorge Carlos Smith, general manager of Hard Rock Hotel Pattaya and Hard Rock Cafe Pattaya, followed by General Kanit Permsub, thanking all honored guests for their presence and noble support of this event. Adjourning to the main event at Hall of Fame ballroom, all guests were treated to a sumptuous buffet feast created for the night. During dinner, guests were treated to a set of songs by Hard Rock Cafe Pattaya resident band, The Unlimited.

The highlight of the night, the legendary Thai Soft Rock band PAUSE took center stage and sang many everlasting rock and soft rock songs such as “Dao,” “Kwam Lub,” “Khoa Kham,” “Rak Ter Tung Mod Khong Hua Jai” and the latest new single, “Kon Tee Saen Tummadah.” The concert came to an end with “Tee Wang,” the song that shot Pause into the music stratosphere. They entertained the audience with their great singing talent. The Hall of Fame was filled fun and all songs made the audience recall to past memories and feelings.

The night continued with the charity auction of holiday packages from numerous hotels across Asia, framed portrait of HM King Bhumibol Adulyadej that was donated by General Kanit Permsub. At the final moment the auction of the night, a guitar signed by PAUSE band was auctioned by their fan for Bt 10,000. The funds raised from concert ticket sales, donation, auction and raffle tickets were in excess of Bt 1,000,000 and all proceeds are donated to the Hard Rock Hotel Pattaya Philanthropic projects in 2018 as listed below.

## H.R.H. PRINCESS MAHA CHAKRI SIRINDHORN CHARITY FUND

For more than 20 years, Her Royal Highness Princess Maha Chakri Sirindhorn’s Royal work and duties have been cherished by the Thai people. Throughout this time, Her Royal Highness has inspired all Thai people to follow her lead and donate generously to support numerous Royal projects. These funds have helped people improve their living conditions and standard of education. The projects also include programs to assist the Thai youth in remote areas of the country. Other work include natural disaster relief and development of occupations for the disadvantaged, as well as supporting numerous other charitable projects such as the purchase of medical equipment and machinery for hospitals. With the magnitude and nature of these projects, Her Royal Highness has thus initiated the H.R.H. Princess Maha Chakri Sirindhorn Charity Fund, in order to grant donations according to the multiple objectives set forth.

## ROCK THE SCHOOL

A program to support school students in grade seven through to grade 12 (Age 13-18), from low

income backgrounds by granting funds for their education through a committee formed by the Hotel executives and School officials. The scholarship is designed to help the student and respective families buy uniforms, books, stationery and for the student to participate in extra-curricular educational activities. Currently, there are 20 students under its care; each student will receive a fund of Bt. 28,000 per annum till they graduate at grade 12 and with a vocational diploma.

#### ROCK THE LUNCH

Initiated by Hard Rock Hotel Pattaya in 2011, Rock the Lunch takes place on a monthly basis. We visit selected schools which have limited budgets for children's meals, prepare and serve them lunch. Our own band members put on a show and the children have a great meal, have fun and leave energized.

#### ROCK THE FARM

Started in July 2016, our green initiative according to our motto "Save the Planet" collaborates with The King's Project of Agricultural Promotion, Demonstration and Training Center at Wat Yarnasangwararam, provides us with the knowledge, seeds and sprouts to farm organically. This becomes a learning center for our Hard Rock team that wish to join us in learning about sustainable agriculture. We grow a variety of fruits and vegetables, banana, mango, tomato, cucumber, onion, many variety of lettuces and Thai herbs. Everything that is grown at Rock The Farm is a 100% natural, using natural compost is chemical free. The produce grown is organic and is brought back to Rock The Lunch project and to be served in our restaurants.

#### TAKE TIME TO BE KIND!

#### Hard Rock International

With venues in 75 countries, including 180 cafes, 25 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, Cancun, Ibiza, Las Vegas, and San Diego. Upcoming new Hard Rock Cafe locations include St. Petersburg, Fortaleza, Wroclaw and Chengdu. New Hard Rock hotel, casino or hotel-casino projects include Atlanta, Atlantic City, Berlin, Budapest, London, Los Cabos, Maldives, New York City, Ottawa, Dalian and Haikou in China. For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).