



HOLLYWOOD, FL

FOR IMMEDIATE RELEASE:

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34,480 Bottles of Water Headed to Port-au-Prince



HOLLYWOOD, Fla. - 34,480. That's the number of bottles of water donated by the Seminole Hard Rock Hotel & Casino that will begin arriving at Port-au-Prince, Haiti today aboard an American Airlines Boeing 737 from Miami.

The Seminole Hard Rock donated 20 pallets of bottled water, with 1,724 bottles per pallet -- a grand total of 34,480 bottles of water, each 16.9 oz. and each with a "Hard Rock" label. **The bottled water will be distributed in Haiti by Food for the Poor, the Coconut Creek, Fla.-based organization with a long history of on-the-ground public service in Haiti.**

"Getting water to the earthquake victims of Haiti is a high priority," said Phil Madow, President of the Seminole Hard Rock Hotel & Casino. "We have 240 staff members with family members and roots in Haiti, so we want to do everything we can to help."

The first pallets of donated water were scheduled to depart Miami International Airport at 7 a.m. on Wednesday, Jan. 20 aboard special American Airlines flight number 9247. Additional pallets of water will be sent on similar flights scheduled for Thursday and Friday.

The donated water is in addition to two earthquake relief programs already underway at the Seminole Hard Rock Hotel & Casino. A "Hearts to Haiti" program invites the public to drop off needed food and other supplies at the southwest corner of Stirling Road and State Road 7 in Hollywood, Florida.

Another program, "Seminole Haiti Relief Crank It Up," encourages restaurant, retail and hotel customers at Seminole casinos to round up their purchase amounts to the next dollar, with their change donated to helping Haiti's earthquake victims. In addition, Seminole Gaming executives have guaranteed a \$100,000 cash contribution to support Haiti's earthquake victims.

About Seminole Hard Rock Hotel & Casino Hollywood

Seminole Hard Rock Hotel & Casino provides quality guest experiences where South Floridians can play, stay, dine, and shop. Eighty-nine tables offer Blackjack, Baccarat, Mini-Baccarat, Pai Gow Poker, Three Card Poker, Texas Hold'em Bonus Poker and Let it Ride on a nearly three-acre casino floor. Play one of the more than 2,500 Vegas-style slots including the Native-American casino linked Multi-Area Progressive Jackpots and Mega Jackpots. Separate high-limit rooms for table games and slots, in addition to a non-smoking room are available for guests to enjoy. Loyal Player's Club members experience an exclusive VIP Plum Lounge and celebrity show kitchen. Convene in The Poker Room at Seminole Paradise for Texas Hold'em, limit Texas Hold'em, Seven Card Stud and two dollar and four dollar limit Omaha Hi Lo games. Located inside the casino is Hard Rock Cafe Hollywood, part of Hard Rock's 127 globally recognized rock 'n roll themed restaurants. The Green Lodging Certified by the State of Florida, AAA, Four Diamond rated resort showcases 500 luxurious guest rooms, 16 restaurants and lounges, 40,000-square-feet of meeting room space, a European-style spa, auto salon, 22 retail shops, 14 nightclubs, Paradise Live, and Hard Rock Live. Located on State Road 7 (U.S. 441) in Hollywood, Florida. Take I-95, exit Stirling Rd. and travel west to 1 Seminole Way. For more information, call (954) 327-ROCK, 1 800-937-0010 or visit us online at www.seminolehardrockhollywood.com.