

HARD ROCK CAFÉ OFFERS HAN COLLECTORS PIN

A sponsor of Hot August Nights for five years in a row, Hard Rock Café is offering — for the very first time — a limited number of official Hard Rock Café Hot August Nights collector pins. Proceeds from the pins will go to the Hot August Nights Foundation. The goal of the foundation is to support at-need and at-risk kids in our community.

These colorful pins will be available for purchase at Hard Rock Café, located in Harvey's casino in South Lake Tahoe. The pins are a featured item for the Hot August Nights Poker Run, with Hard Rock Café as one of six stops on the run.

“The pin is very creative and cool, with the Hot August Nights logo on it,” said Natalie Yanish, Sales and Marketing Manager for Hard Rock Café Lake Tahoe. “We’re only making 300 to 500 of the pins, which is what makes them such hot collectibles.”

According to Yanish, there's a worldwide Hard Rock Café pin-collectors club, and new pins typically sell out fast. The Hot August Nights pins are expected to sell for around \$10 to \$15. “Hard Rock Café likes to partner with community organizations, and when we create pins, we give a percentage of the proceeds to the charity of choice,” Yanish said. “We wanted to partner with the Hot August Nights Foundation to help local children.”

Each year, the foundation awards full college scholarships to deserving students. In addition, the organization participates in a number of charitable community events, such as the Hot August Nights Coat Drive, food drives for the Northern Nevada Food Bank, Reno Family Shelter assistance and Salvation Army services.

Funds from the Hot August Nights Foundation also help provide academic incentive programs, along with essential items for families and students in need, at O'Brien Middle School in Stead.