



SACRAMENTO  
AT FIRE MOUNTAIN

## **HARD ROCK HOTEL & CASINO SACRAMENTO AT FIRE MOUNTAIN ANNOUNCES SPONSORSHIP OF LOCAL RIVER CATS BASEBALL TEAM**

**SACRAMENTO, Calif.** – June 18, 2019 – Hard Rock Hoel & Casino Sacramento at Fire Mountain, slated to become the premier entertainment destination in Northern California once open in fall of 2019, is pleased to announce its title sponsorship of local Minor League Baseball team the Sacramento River Cats.

“Sports play an important role here in the local Sacramento community, and our hometown baseball team clearly has a huge fan base! We are so excited to become part of the ‘team’ and create a truly special partnership that will benefit our mutual fans here in the region,” said Anika Gaskins, vice president of marketing, Hard Rock Hotel & Casino Sacramento at Fire Mountain. “Hard Rock Hotel & Casino Sacramento at Fire Mountain is proud to support the River Cats in their upcoming season and offer amazing experiences, promotions and VIP events for all to enjoy.”

The Sacramento River Cats are a Minor League Baseball team of the Pacific Coast League and the Triple-A affiliate of the San Francisco Giants. They play their home games at Raley Field, which opened in 2000. As part of the sponsorship, Hard Rock Hotel & Casino Sacramento at Fire Mountain will be posting contests, polls, game check-ins and trivia on its social media accounts.

“The Sacramento River Cats are thrilled to partner with the Hard Rock brand as they enter the Sacramento region,” says Chip Maxson, general manager of the River Cats. “Their commitment to providing a venue for authentic fun and top-notch service is right in-line with our mission at the River Cats and Raley Field.”

Situated in the North Sacramento Valley, the highly-anticipated Hard Rock Hotel & Casino Sacramento at Fire Mountain will offer 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.

For more information about Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit [hardrockhotelsacramento.com](http://hardrockhotelsacramento.com).

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### **About the Sacramento River Cats**

The Sacramento River Cats are the Triple-A affiliate of the three-time World Champion San Francisco Giants. The team plays at Raley Field in West Sacramento, consistently voted one of the top ballparks in America. Season Tickets, Mini-Plans, and Flex Plans can be purchased for the River Cats’ 20th season by calling the River Cats Ticket Hotline at (916) 371-HITS (4487). The only place

to guarantee official River Cats tickets is at [www.rivercats.com](http://www.rivercats.com). For information on other events at Raley Field, visit [www.raleysfield.com](http://www.raleysfield.com).

### **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 [www.hardrockhotelsacramento.com](http://www.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).