



FOR IMMEDIATE RELEASE

February 17, 2012

Contact: Nancy Wood, 202-870-1193, nwood@gscnc.org

HARD ROCK CAFE WASHINGTON, D.C.
CELEBRATES GIRL SCOUTS CENTENNIAL ANNIVERSARY
Sponsors Girl Scouts Rock the Mall: 100th Anniversary Sing-Along

WASHINGTON — Girl Scout Council of the Nation's Capital joins forces with Hard Rock Cafe Washington, DC to celebrate Girl Scouts' 100th anniversary. Hard Rock Cafe Washington, DC, a sponsor of ***Girl Scouts Rock the Mall: 100th Anniversary Sing-Along*** on June 9, will announce the sweet partnership with a special dessert item, the Girl Scout Thin Mint Hot Fudge Brownie Sundae, available Saturday, February 25 through June 9.

Girl Scouts is celebrating its 100th anniversary by hosting the largest gathering of Girl Scouts on the National Mall in Washington, DC, with an estimated 200,000 expected to attend. Hard Rock Cafe Washington, DC is giving back a portion of the proceeds from the sale of limited-edition, commemorative ***Girl Scouts Rock the Mall*** pins, the specialty dessert item and group bookings to the restaurant to support the nonprofit Girl Scout Council's annual giving campaign, SHARE (Share Her Annual Real Expenses). For the past two decades, SHARE has been instrumental in ensuring that Girl Scouting is available to all girls, regardless of their financial situation.

"Music is such a huge part of what we both do, it's brand synergy-- ***Girl Scouts Rock the Mall*** and Hard Rock Cafe," said Lidia Soto-Harmon, CEO Girl Scout Council of the Nation's Capital. "We appreciate Hard Rock Cafe for their support of Girl Scouts at this exciting and historic milestone—100 years of Girl Scouting."

"We are thrilled to partner with the Girl Scouts for their centennial celebration," said Jordan Rosenblatt, Senior Sales and Marketing Manager of Hard Rock Cafe Washington, DC. "Both of our organizations are devoted to music and philanthropy, so this program is a natural fit, and we hope to bring with it a sense of community and togetherness."

*****Media Advisory*****

Girl Scout Troops 577 and 6564 from Washington, DC will hold a Girl Scout Cookie booth sale outside Hard Rock Cafe Washington, D.C. on Saturday, February 25 from 11:00 am – 6:00 pm. The Girl Scouts are earning money to travel to Savannah, GA to visit the birthplace of Girl Scout founder, Juliette Gordon-Low.

About Hard Rock International

With a total of 173 venues in 53 countries, including 138 cafes and 15 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. 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. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang, Singapore and Punta Cana. Additional hotel and casino projects have been announced including Panama Megapolis, scheduled to open in 2012; Cancun and Vallarta scheduled to open in 2012; and Riviera Maya, Hungary, Dubai and Abu Dhabi, scheduled to open in 2013. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.

Girl Scout Council of the Nation's Capital

The Girl Scout Council of the Nation's Capital is a leadership development organization for girls, with 90,000 girl and adult members: 63,300 girls (grades K-12) and 26,700 volunteer, adult and lifetime members. With the support of dedicated adult volunteers and parents, the generosity of corporations and foundations, Girl Scouting helps build girls of courage, confidence and character, who make the world a better place. The Council serves the Greater Washington Region, which includes the District of Columbia, eight counties in Maryland, ten counties in Virginia and seven counties in West Virginia. Girl Scouts was founded in 1912, and to celebrate the Council will host the largest gathering of Girl Scouts in Washington, D.C. on June 9, 2012 at ***Girl Scouts Rock the Mall: 100th Anniversary Sing-Along***. For more information on how to join, volunteer, or donate to Girl Scouts, visit our website at www.gscnc.org.

###