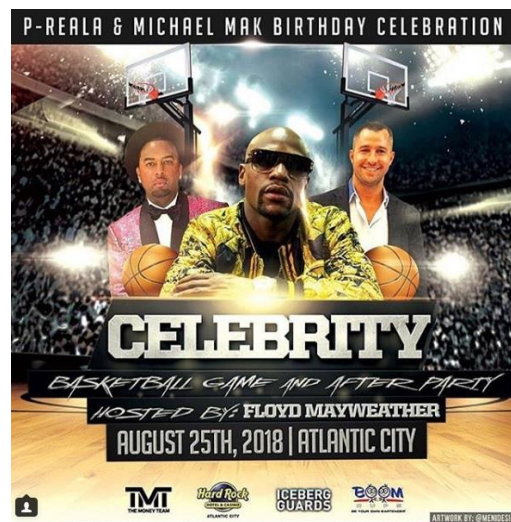


For Immediate Release



ATLANTIC CITY

**HARD ROCK HOTEL & CASINO ATLANTIC CITY HOSTS
“BOOM CUPS CELEBRITY SUMMER SHOWDOWN” WEEKEND
AUGUST 24-26**



Atlantic City, NJ (Aug. 16, 2018) – **Hard Rock Hotel & Casino Atlantic City** announces the **Boom Cups Celebrity Summer Showdown** on Friday, August 24 through Sunday, August 26 live from Hard Rock Live at Etes Arena. This marks another first for the newly opened casino resort to host this star-studded charity sporting event to raise money for D-Up On Cancer, Floyd Mayweather Jr. Foundation, J.R. Smith Youth Foundation and Hard Rock Heals.

The incredible lineup will include star athletes and entertainers including boxing champion **Floyd Mayweather**, **Skeery Jones** from *Elvis Duran and the Morning Show*, comedian **Shiggy**, recording artists **Lil’ Kim**, **Fat Joe**, **Biz Markie**, **TJ Swan** and **Jim Jones**, former WWE Superstars **Ken Shamrock**, **Victoria** and **Ashley Massaro**, NBA stars **J.R. Smith** from the Cleveland Cavaliers, **P.J. Tucker** from the Houston Rockets, **Sean Kilpatrick Jr.** from the Brooklyn Nets, and former New York Knick **Chris Smith**, WNBA stars **Ty Young** and **Cappie Pondexter**, former NFL star **Jason Avant**, *Basketball Wives* star **Laura Govan**, **Farrah Abraham** from *Teen Mom*, **Carla Facciolo**, **Natalie Didonato**, **RaMona Rizzo** from VH1’s *Mob Wives*, and many more to be announced.

The weekend will kick-off at Hard Rock Hotel & Casino Atlantic City with a VIP Welcome

Cocktail Party on Friday, August 24 from 8 p.m. until 10 p.m. The party continues with a Celebrity Cornhole Beach Competition on Saturday afternoon, August 25. Registration is from 11 a.m. - noon, and the competition takes place from noon - 2 p.m.

The Celebrity Basketball Game takes place Saturday evening at Hard Rock Live in the Etes Arena, starting with a red-carpet welcome before the national anthem, with the game tip-off at 8 p.m. and a live music performance at half-time not to be missed. A meet-and-greet is set post game when there will be a chance for team pictures and awards.

“We anticipate the highest volume of celebrities, athletes, and entertainers to ever convene in Atlantic City history for the first ever *Boom Cups Celebrity Summer Showdown*,” said Michael Mak, charity/celebrity event producer and CEO of Boom Cups.

The after-party will be “the place to be” at the incredible DAER Nightclub – which features cutting edge audio and visual technology – celebrating P-Reala and Michael Mak’s birthdays.

For more information, visit hardrockhotelatlanticcity.com.

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Hard Rock Hotel & Casino Atlantic City

Set on 17 acres, with the legendary Atlantic City Boardwalk as its backdrop, Hard Rock Hotel & Casino Atlantic City will be Atlantic City’s go-to entertainment destination, boasting 2,200 slots, 120 table games, more than 20 first-class restaurants and lounges, and world-class entertainment, including Hard Rock Live at Etes Arena, the beachside Sound Waves and Howie Mandel’s Comedy Club. The hotel and casino also feature the iconic Hard Rock Cafe, overlooking the Atlantic City Boardwalk, showcasing a brand new elevated menu and state-of-the-art stage, allowing for an amplified level of service and entertainment. Along with an endless array of upscale amenities, including world-class shopping and the brand’s signature full-service Rock Spa and Salon, featuring 31 treatment rooms, the new, music-inspired property offers lavish guest rooms and suites, with stunning views of the city and Atlantic Ocean. From family vacations and business trips to weddings, Hard Rock Hotel & Casino Atlantic City offers an unparalleled experience. Each of the hotel’s guest rooms and suites radiates a contemporary style, including Hard Rock’s signature The Sound of Your Stay® music amenity program, which allows guests to set the mood with complimentary vinyl records or jam out on a Fender guitar in the privacy of their own room. Hotel guests can enjoy high speed, property-wide Wi-Fi, 24-Hour In-Room Dining, towel and chair service at Hard Rock Beach or at the indoor pool, and 24-Hour Access to Body Rock fitness. For more information and to book your stay, please visit hardrockhotelatlanticcity.com.

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