

For Immediate Release



ATLANTIC CITY

**ALABAMA CELEBRATES 50TH ANNIVERSARY AT
HARD ROCK HOTEL & CASINO ATLANTIC CITY
SATURDAY, JANUARY 19 AT 8 PM**



Atlantic City, NJ (September 24, 2018) – Country music Hall of Famers, **Alabama**, are celebrating their 50th Anniversary with a tour stopping at **Hard Rock Hotel & Casino Atlantic City**'s Hard Rock Live at Etess Arena on Saturday, January 19 at 8 p.m. Tickets are on-sale this Friday, September 28 at 10 a.m.

It's been 50 years since a trio of young cousins left Fort Payne, Alabama, to spend the summer playing in a Myrtle Beach, South Carolina, bar called The Bowery. It took Randy Owen, Teddy Gentry and Jeff Cook six long years of tip jars and word of mouth to earn the major label deal they'd been dreaming of, but then seemingly no time at all to change the face of country music.

Alabama is the band that changed everything. They reeled off 21 straight #1 singles, a record that will likely never be equaled in any genre. They brought youthful energy, sex appeal and a rocking edge that broadened country's audience and opened the door to self-contained bands from then on, and they undertook a journey that led, 73 million albums later, to the Country Music Hall of Fame and the Hollywood Walk of Fame.

Tickets to see Alabama, ranging from \$55.00 to \$155.00, go on sale this Friday, September 28 at 10 AM. For more information and to purchase tickets, please 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 Etess Arena, the beachside Sound Waves and Howie Mandel's Comedy Club. The hotel and casino also features 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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