



OTTAWA

MEDIA KIT



WELCOME

Welcome to Hard Rock Hotel & Casino Ottawa!

We are thrilled to introduce this landmark project, set to open in 2025, which will redefine entertainment and hospitality in Canada's capital. This premier destination is designed to offer an unparalleled experience, blending the iconic Hard Rock vibe with world-class amenities.

Our expansive facility will feature a 150-room Hard Rock Hotel, including 22 luxurious suites, ensuring guests enjoy comfort infused with our signature rock 'n' roll flair. The casino will boast 1,500 slot machines and up to 40 live-action table games, complemented by high-limit gaming areas and a dedicated Baccarat room, catering to both casual players and seasoned enthusiasts.

Entertainment takes center stage with our 1,800-seat Hard Rock Live theatre, capable of accommodating up to 2,200 guests for standing-room events. This venue is poised to host an array of performances, bringing both international and local artists to Ottawa's vibrant cultural scene.

Culinary delights await at more than 10 restaurants, bars, and lounges, including the iconic Hard Rock Cafe and the esteemed Council Oak Steakhouse. These dining establishments promise to satisfy diverse palates, offering everything from casual bites to gourmet experiences.

Guests can also indulge in retail therapy at our Rock Shop® and Unity Store, featuring exclusive Hard Rock merchandise and unique finds that capture the spirit of our brand.

Beyond entertainment and hospitality, this project represents a significant investment in Ottawa's economy, creating approximately 1,900 direct and indirect jobs during construction and ongoing operations. Our commitment extends to the community, with initiatives supporting local businesses and charitable organizations, reflecting Hard Rock's dedication to making a positive impact wherever we operate.

We invite you to join us on this exciting journey as we bring the Hard Rock experience to Ottawa. Whether you're seeking electrifying entertainment, exquisite dining, or a luxurious stay, Hard Rock Hotel & Casino Ottawa promises an unforgettable adventure.

Christine Crump
President, Hard Rock Hotel & Casino Ottawa





HARD ROCK
INTERNATIONAL
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HEADQUARTERS

5701 STIRLING RD
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Jon Lucas
Chief Operating Officer, Hard Rock International

Jon Lucas oversees Hard Rock's portfolio of 17 Casinos, 37 Hotels, 235 Cafes and Rock Shops worldwide. The iconic, award-winning hospitality and entertainment brand has grown from one Hard Rock Cafe in London to a global, multi-billion dollar company. With a career spanning over 40 years in the hospitality and gaming industry, Jon frequently represents Hard Rock International in numerous hotel & casino presentations with government officials and at high profile joint venture partnership presentations.

In his nine years with Hard Rock, Jon's leadership has contributed to the brand winning numerous high-profile awards with the most recent accolades, including Forbes Best Large Employer 2022 in the Travel Leisure, Gaming and Hospitality Industry; No. 1 in Bristol & Associates/Spectrum's Casino Executive Satisfaction Survey; Deloitte Private's U.S. Best Managed Company and J.D. Power's Top Performing Hotel Brand in 2019 and 2020.

Prior to his Chief Operating Officer role, Jon was Executive Vice President of Hotel and Casino Operations where he led a focused initiative to grow the hotel and casino divisions while overseeing the existing hotel and casino properties. Jon joined Hard Rock in February 2013 as the President of the first Hard Rock Rocksino, located in Northfield Park. Under Jon's leadership, the Rocksino, in less than one year, became the casino market share leader in Ohio, overcoming immense and pre-existing marketplace competition.

Jon is originally from Philadelphia, PA and was educated at the University of Tennessee. Outside of work, Jon is passionate about sports, especially the Philadelphia and University of Tennessee sports teams. He enjoys working out, golf, wine, food, warm weather and spending time with his wife. Jon is married to Michelle, and has three children, two grandchildren, and two step children.

Jon's musical taste covers a broad range of genres, led by rock and country. Some favorite artists include Stevie Ray Vaughan, Garth Brooks, Billy Joel, Frank Sinatra, Zac Brown Band, Allman Brothers, Eagles, and Van Morrison.





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Jeff Hook
Chief Operating Officer, Hard Rock International

Jeffrey Hook is the Executive Vice president of Development and Chief Marketing Officer. In his position, Mr. Hook is responsible for the global development and marketing of Hard Rock Casinos outside of the Asian continent. Mr. Hook was most recently senior vice president of business development and marketing for Hard Rock International. Hook's promotion was announced by Hard Rock International Chairman, Jim Allen, who applauded his accomplishments in expanding the Hard Rock Casino brand.

In 2008, Hook joined Seminole Gaming as senior vice president of marketing, with overall marketing responsibility for the Seminole Hard Rock Hotels & Casinos in Hollywood and Tampa, Fla., as well as other Seminole casinos in Florida. Seminole Gaming manages the gaming operation of the Seminole Tribe of Florida, which purchased Hard Rock International in 2007.

His over 29 years of experience in the gaming industry have included leadership positions at MGM, Boyd Gaming and Harrah's Entertainment. Hook worked for Harrah's Entertainment from 1994 to 2004 where he ascended from a property marketing manager to the Division Vice President of Marketing within 5 years and held marketing responsibilities over eight properties in Missouri, Louisiana, Mississippi and Kansas.

From 2005 to 2007 Mr. Hook was Regional VP of Marketing for MGM at their Beau Rivage and Gold Strike properties in Mississippi where he introduced the company's first tiered card program and developed a highly successful plane program.

From 2008 to 2013, Hook led the marketing efforts for Seminole Gaming's six properties in Florida then transitioned into his current development role.

Hook is a graduate of the University of Kansas in Lawrence with a Bachelor of Science degree in Journalism.





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Christine Crump
President, Hard Rock Hotel & Casino Ottawa

Christine Crump is the President of Hard Rock Casino Ottawa, overseeing brand execution, financial results, and the overall administration and direction of the property. Reporting directly to Jon Lucas, Chief Operating Officer for Hard Rock International, she collaborates with local executives and HRISC to develop and execute strategic plans. Christine ensures the alignment of culture, mission, values, and quality standards to drive maximum potential.

With over two decades of experience in the gaming industry, Christine brings a wealth of knowledge and leadership to Hard Rock Ottawa. Her career includes more than five years at One Toronto Gaming (Great Canadian Entertainment), where she held pivotal roles such as Regional General Manager and General Manager. Prior to that, she dedicated 18 years to Ontario Lottery and Gaming (OLG), serving in key positions including General Manager and Operations Manager.

Beyond her professional achievements, Christine is an active mother of two and is passionate about living a fun, health-conscious life. She views fitness as a privilege and incorporates it into her daily routine. Dedicated to giving back, she has served on various charitable boards in Durham Region, Ontario, including the Durham Children's Aid Foundation (Past President) and the Ajax-Pickering Hospital Foundation. This commitment to business excellence and community service was recognized when she was named "2023 Business Person of the Year" by the Ajax-Pickering Board of Trade.



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Wesley Broodhram

Vice President of Food and Beverage, Hard Rock Hotel & Casino Ottawa

With over 27 years of experience in the hospitality industry, Wesley is a seasoned Chef with a deep passion for food, service, and creating unforgettable dining experiences. His career has taken him across the globe, refining his expertise in catering, food & beverage, hotel management, banquet operations, and the cruise ship industry.

Wesley has worked with some of the most renowned brands in the world, including Disney Cruise Line, Disney Hotels & Resorts, Marriott Hotels, Hyatt Hotels International, and Norwegian Cruise Line. For the past six years, he has brought his expertise and creativity to Hard Rock Hotel & Casino Ottawa, where he continues to elevate the culinary experience with his innovative approach and commitment to excellence.

Believing that “Food is Love,” Wesley is dedicated to crafting dishes that not only satisfy but leave a lasting impression. His commitment to quality, service, and hospitality helps create memorable moments for every guest who dines at Hard Rock Ottawa.

His dedication to culinary excellence and guest satisfaction aligns perfectly with Hard Rock’s mission to provide world-class hospitality in a vibrant, music-infused atmosphere.

Beyond the kitchen, Wesley’s love for music runs deep. With a passion for pop culture, he finds inspiration in legendary artists, and his favorite song, Bob Marley’s “One Love,” reflects his belief in bringing people together through food, music, and shared experiences.





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Nanette Dean

Vice President of Human Resources, Hard Rock Hotel & Casino Ottawa

Nanette Dean is the Vice President of Human Resources at Hard Rock Hotel & Casino Ottawa, where she plays a key role in cultivating culture, driving employee engagement, and leading strategic HR initiatives that support the property's growth as a premier entertainment destination in Ontario and across Canada.

Prior to joining Hard Rock Ottawa, Nanette served as the Executive Lead of Talent and Transformation at Innovapost, a Canada Post company. There, she successfully led the HR strategy during the M&A transaction of Innovapost's sale to Deloitte, and spearheaded cultural transformation efforts to align people strategies with business objectives.

Her career also includes over a decade at IBM, where she held global leadership roles including Executive Succession and Talent Automation Solutions. Before that, she held multiple senior HR roles at Accenture, such as Canada HR Leader, Canada Recruitment Leader, and Change Management Consultant. Nanette began her career as an HR Business Partner and faculty member at Cape Breton University. She also proudly served in the Canadian Armed Forces Reserves, achieving the rank of Captain, and held leadership roles in field medical hospitals, logistics companies, and an electronic warfare squadron.

Nanette's musical taste blends hard rock and EDM/indie pop. Some of her favourite artists include The Who and The Chainsmokers, with "Baba O'Riley" and "Don't Let Me Down" among her go-to tracks.





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Rami Zok

Vice President of Hotel Operations, Hard Rock Hotel & Casino Ottawa

Rami Zok brings a global perspective and lifelong passion for hospitality to his role as Director of Hotel Operations at Hard Rock Hotel & Casino Ottawa. His journey began at the age of 12, working at his father's restaurant in Lebanon—a spark that ignited a career dedicated to delivering exceptional guest experiences.

Rami holds a Bachelor's degree in International Hospitality Management from EHL Hospitality Business School in Lausanne, Switzerland, one of the world's top institutions for hotel and hospitality education.

Before coming to Canada, Rami lived in 11 cities across three continents, taking on leadership roles in the hotel industry and shaping his international approach to service and operations. Most recently, he played a key role in launching the hotel at Great Canadian Casino Resort Toronto, blending operational excellence with heartfelt hospitality.

Rami is passionate about elevating the guest experience and ensuring every visitor feels valued from the moment they arrive. His attention to detail, strong communication skills, and global mindset make him a driving force behind the guest journey at Hard Rock Ottawa.

Rami's musical taste is eclectic and evolving, but he has a soft spot for classic rock and global pop influences. Favourite artists and songs? Still too many to name—but the playlist is always on.





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Tammy McMullen

Director of Marketing, Hard Rock Hotel & Casino Ottawa

With over 23 years in the casino industry, Tammy McMullen is a dynamic marketing leader who brings a deep understanding of guest behavior, service expectations, and strategic brand execution. Her passion for marketing began early, leading her to earn a Marketing Degree and later an MBA with honors, where she graduated as the top of her class, earning the Medal for Academic Excellence.

Tammy's career started in retail management, where she quickly rose through the ranks before making the leap into the casino world—an industry she has thrived in ever since. Through promotions and hands-on experience in multiple operational areas, she has developed a holistic approach to marketing that ensures Hard Rock Ottawa delivers legendary experiences that keep guests coming back.

Beyond the office, music has always been a huge part of Tammy's life. Concerts were a family tradition growing up, and by the age of eight, she was already rocking out at Bachman-Turner Overdrive. From there, she went on to see KISS, The Rolling Stones, The Grateful Dead, and many more—all before she turned 15.

With an eclectic music taste, she loves a variety of artists and genres, but if she had to pick a favorite, '80s Rock/Pop would take the top spot, and Rick Springfield's "Jessie's Girl" would be her go-to song.

FACT SHEET



OTTAWA

THE FIRST OF ITS KIND IN CANADA

Opening soon, Hard Rock Hotel & Casino Ottawa brings iconic global energy to the Nation's Capital — with elevated gaming, entertainment, hospitality, and lifestyle all in one place.

COMMUNITY IMPACT

MORE THAN AVENUE,
A CATALYST

\$350 million expansion
and rebranding project

700+
700+ permanent jobs post-completion

\$206M+
\$206M+ in projected tax revenue
for Ontario, Ottawa & Canada

1,900+
1,900+ construction jobs create

**SIGNIFICANT BOOST
TO LOCAL TOURISM, ENTERTAINMENT,
AND CULTURE**

Our \$350 million expansion and rebranding will disrupt the hotel, entertainment, hospitality, and gaming industries in Eastern Ontario and beyond

Christine Crump

President, Hard Rock Hotel & Casino Ottawa

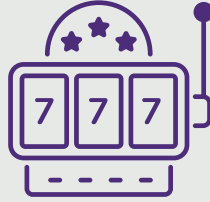
KEY FACTS

Your Snapshot of What's to Come



HOTEL

150-room Hard Rock Hotel
22 luxury suites
Hard Rock Unleashed™
Pet Program
On-site fitness centre



GAMING

Expanded gaming floor
1,500+ slot machines
up to 40 live-action table games
High-limit gaming room
Unity™ by Hard Rock global
rewards program



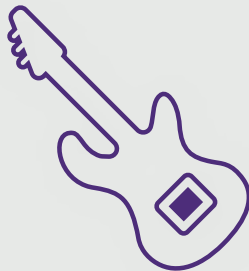
FOOD & BEVERAGE

Hard Rock Cafe
Council Oak Steaks & Seafood
Food Court Centre
10+ bars and lounges
throughout the property



ENTERTAINMENT

1,800-seat Hard Rock Live Theatre
Configurable for standing room:
up to 2,200 capacity
Live music, comedy, cultural
programming, and more



AND MORE

Rock Shop® and Unity™ Store
Valet service and free on-site parking
Accessible location
Moments from downtown and YOW airport

QUOTES FROM CHRISTINE CRUMP

ON THE PROPERTY

“We’re proud to bring the legendary Hard Rock experience to Canada for the first time
— and to deliver something truly world-class right here in Ottawa.”

ON COMMUNITY IMPACT

“This is more than a destination — it’s an economic engine and a cultural anchor for the region.”

ON THE FUTURE OF OTTAWA

“Ottawa’s energy is evolving. This property helps fuel that transformation and positions the city
as a must-visit destination.”

Media contact - inquiries & interview requests

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LOGO

OFFICIAL LOGOS ARE
AVAILABLE UPON REQUEST.
PLEASE CONTACT

MEDIARELATIONS@HRCOTTAWA.COM



FAQ

WHEN IS THE GRAND OPENING?

The Grand Opening of Hard Rock Hotel & Casino Ottawa is **coming soon!** Get ready for a legendary celebration featuring live entertainment, VIP exclusives, and that unmistakable Hard Rock energy. Stay tuned for the official date — this is a moment the Capital won't want to miss.

WILL THE HOTEL AND CASINO OPEN AT THE SAME TIME?

Yes, the new Hard Rock Hotel and the reimagined casino will open together as part of a fully integrated entertainment resort — the first of its kind in Canada. Guests can expect an immersive destination experience from the moment doors open.

WILL THERE BE LIVE MUSIC AND ENTERTAINMENT ON SITE?

Absolutely. At the heart of our property is Hard Rock Live, a state-of-the-art 1,800+ seat venue set to host world-class concerts, comedy acts, and special events. We're working hard behind the scenes to lock in an incredible opening lineup — and trust us, it'll be worth the wait. **Stay tuned for the official announcement** as we get ready to bring a whole new level of entertainment to Ottawa.

WHAT KIND OF GAMING WILL BE AVAILABLE?

The all-new gaming floor will feature **1,500 slot machines, up to 40 live-action table games, and high-limit gaming experiences** — all designed to deliver non-stop excitement. Whether you're a seasoned player or trying your luck for the first time, there's something for everyone in our vibrant, high-energy casino.

WILL THERE BE HIRING OPPORTUNITIES?

Absolutely. Hard Rock Hotel & Casino Ottawa is creating over **700 new local jobs** — and we're actively hiring! Join us at our upcoming hiring events on **April 22, May 6 - 7, and May 22**, with more opportunities continuing until our full team is in place. From hospitality and gaming to entertainment, culinary, and beyond, we're building a workforce that's as dynamic as the Hard Rock experience itself.

IS THIS A RELOCATION OR A NEW PROPERTY?

It's an exciting **transformation and expansion**. Hard Rock Hotel & Casino Ottawa is being built on the existing site of Rideau Carleton Casino, which remains open during construction. Once the new property opens, operations will fully transition into the all-new Hard Rock destination.

HOW IS HARD ROCK CONNECTED TO THE RIDEAU CARLETON CASINO?

Rideau Carleton Casino, a landmark in Ottawa since 1962, is officially operated by Hard Rock International. The current transformation into Hard Rock Hotel & Casino Ottawa represents a complete reimagination of the property while continuing its deep-rooted ties to the community and harness racing legacy.

HOW DOES UNITY™ REWARDS WORK?

Unity by Hard Rock™ is our global loyalty program that rewards members for doing what they love — from playing and staying to dining and shopping at participating Hard Rock properties worldwide. While Unity has not officially launched at Hard Rock Hotel & Casino Ottawa just yet, it's coming soon. Stay tuned for details on when the program will transition to the property — and how guests will be able to unlock exclusive perks and experiences.



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