

RIDEAU CARLETON CASINO



PINKTOBER activities help raise \$15,000 for breast cancer research and awareness

November 1, 2023 - Over the past month, as part of Hard Rock International's PINKTOBER initiatives, guests and team members at Rideau Carleton Casino, Future Hard Rock have raised \$15,000 in support of breast cancer research and the Ottawa Regional Cancer Foundation.

The funds were raised through a number of local PINKTOBER activities, including:

- Team member participation in the CIBC Run for the Cure on October 1st;
- Guest donations to ride in the Rideau Carleton Raceway pace car;
- Guest donations of found money and gaming vouchers ("change for change");
- Team member events (jeans day, etc.);
- A VIP Pink event on October 18; and
- One dollar for every PINKTOBER pink drink and pink dessert purchased during the month.

Hard Rock Ottawa community ambassador, and Ottawa Senators defenceman, Jakob Chychrun, joined team members at an event earlier today to celebrate their collective fundraising efforts.



Jakob Chychrun joins the Rideau Carleton Casino, Future Hard Rock team as they celebrate raising \$15,000 for the Ottawa Regional Cancer Foundation.

For the past 24 years, Hard Rock International has been at the forefront of supporting breast cancer and research through its various PINKTOBER initiatives. PINKTOBER raised over \$1 million for breast cancer

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awareness and research last year alone, the largest single amount Hard Rock has raised since the program's inception in 2000.

Since 2000, Ontario Lottery and Gaming Corporation (OLG) has contributed approximately \$99 million to the City of Ottawa for hosting Rideau Carleton Casino within the National Capital Region. An additional \$1+ million per year is invested in local sponsorships and nonprofits, benefiting local communities and the people within, including a productive partnership with the Ottawa Senators organization.

About Rideau Carleton Casino

Rideau Carleton Casino officially opened as Rideau Carleton Raceway on September 1st, 1962, as Canada's first-ever five-eighths mile oval and has been a key part of Ontario's harness racing community ever since. Since the gaming site was added in February 2000, the City of Ottawa has received approximately \$6 Million annually and over \$99 Million in total payments for hosting Rideau Carleton Casino within the National Capital Region. An additional \$1+ million per year is invested in local sponsorships and nonprofits, benefiting local communities and the people within. In May 2017, OLG selected Hard Rock Ottawa as the successful new Casino partner for this site. This partnership between HR LP (owned by Hard Rock International) and RCR Investor Inc. (owned by Rideau Carleton Raceway Holdings Limited) is working to build a new state-of-the-art entertainment facility that will soon bring the iconic Hard Rock brand to Ottawa, and enliven the city like never before. The facility is a significant driver of job creation and is expected to employ over 700 local residents once the facility expansion has been completed. Rideau Carleton Casino is operated by [Hard Rock International](#) and governed by [Ontario Lottery and Gaming Corporation \(OLG\)](#). For more information on Rideau Carleton Casino, visit www.rideaucarletoncasino.com.