



Jakob Chychrun Partners with Rideau Carleton Casino, Future Hard Rock as Community Ambassador

First official community partnership for Ottawa Senators' newest defenseman

August 21, 2023 - As excitement builds for Canada's first Hard Rock Hotel & Casino, Jakob Chychrun, the 25-year-old defenseman who was traded to the Ottawa Senators on March 1st, has become Rideau Carleton Casino, Future Hard Rock's newest Community Ambassador.

As Ambassador, Chychrun will work with the Hard Rock Ottawa team to promote local initiatives, including mental health programs, which are important to Jakob and Hard Rock. He will also support 'money can't buy experiences', including appearances and participation in select VIP member experiences, such as dinners, golf games and other exclusive events.

This partnership is a natural fit for Chychrun who grew up in South Florida where Hard Rock International has its global headquarters, and whose father, former NHLer Jeff Chychrun, was born near Ottawa in LaSalle, Quebec.

"I am thrilled to partner with Hard Rock, a globally recognized entertainment brand, as they continue to shape the future of entertainment," said Chychrun. "It's a real privilege to join the Hard Rock International team of star athlete partnerships."

Chychrun joins Rideau Carleton Casino, Future Hard Rock as it begins its 2-year expansion into the Hard Rock Hotel & Casino Ottawa.

"We are excited to welcome Jakob to the Hard Rock family, especially now as momentum builds towards the opening of Hard Rock Hotel & Casino Ottawa in early 2025," said Helen MacMillan, General Manager, Rideau Carleton Casino, Future Hard Rock. "Being from Boca Raton, Jakob really understands the Hard Rock brand, and looks forward to helping us introduce this world-class hospitality brand experience to more Canadians."

"The mutual work we are planning to undertake towards raising awareness of mental health initiatives is in perfect alignment with Hard Rock's All is One and Love All-Serve All philosophies," continued MacMillan. "It really is a win-win for the community."

As his first act as Community Ambassador, Jakob joined the Rideau Carleton Casino team on Saturday night at a team member and VIP event, where he helped present a \$10,000 cheque to the Alzheimer Society.

Since 2000, Ontario Lottery and Gaming Corporation (OLG) has contributed approximately \$95 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.

“As a new member of the Ottawa Senators organization, and someone with deep ties in the region, it is very important for me to build my local relationships with the community,” concluded Chychrun. “I’m happy to have it start with Hard Rock.”

Together with its partner, OLG, Rideau Carleton Casino, Future Hard Rock remains focused on promoting safe play at its casinos. Rideau Carleton Casino, Future Hard Rock features a PlaySmart Centre, which provides players with gambling knowledge and tools to help build and maintain positive play habits, among other responsible gaming tools available to players throughout the gaming site.

[High resolution photos](#)

For more information or to schedule an interview:

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- 30 -

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 \$95 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.

About Hard Rock®:

[Hard Rock International](#) (HRI) is one of the most globally recognized companies with venues in over 70 countries spanning 290 locations that include owned/licensed or managed Hotels, Casinos, Rock Shops®, Live Performance Venues and Cafes. HRI also launched a joint venture named Hard Rock Digital in 2020, an online sportsbook, retail sportsbook and internet gaming platform. Beginning with an Eric Clapton guitar, Hard Rock owns the world's largest and most valuable collection of authentic music memorabilia at more than 87,000 pieces, which are displayed at its locations around the globe. In 2023, Hard Rock Hotels was honored by J.D. Power's North America Hotel Guest Satisfaction Study as the number one brand in Outstanding Guest Satisfaction for the fourth time over the last five years. Hard Rock was also honored by Forbes among the World's Best Employers, as well as Best Employers for Women, Diversity and New Grads, Best Brands for Social Impact, Customer Service All-Star and a Top Large Employer in the Travel & Leisure, Gaming, and Entertainment Industry. HRI became the first privately-owned gaming company designated a U.S. Best Managed Company by Deloitte Private and The Wall Street Journal in 2021, and has since been honored threefold. In the 2022 Global Gaming Awards, Hard Rock was named Land-Based Operator of the Year for the second time in four years. In 2021, Hard Rock Hotels & Casinos received first place ranking in the Casino Gaming Executive Satisfaction Survey conducted by Bristol Associates Inc. and Spectrum Gaming Group for six of the last seven years. Hard Rock International currently holds investment grades from primary investment rating agencies: S&P Global Ratings (BBB) and Fitch Ratings (BBB). For more information on Hard Rock International, visit www.hardrock.com or shop.hardrock.com.