



Breaking the glass ceiling at the Rideau Carleton Casino, Future Hard Rock

Ottawa becomes first Hard Rock International venue to implement award-winning *Women in Leadership* program

Ottawa, May 8, 2023 - Rideau Carleton Casino, Future Hard Rock is proud to be the first international Hard Rock location to implement the award-winning *Women in Leadership* program, which aims to increase women's representation within its leadership structure.

Since its introduction in 2016, more than 1,000 women have participated in the *Women in Leadership* program throughout Hard Rock International's U.S. properties. Through mentorship, education and networking, women in Director and Vice President roles in the Hard Rock International U.S. family have risen to 32 percent and 27 percent respectively, both of which are above the industry standard of 22 percent.

"The casino industry has traditionally been dominated by men, but as we position ourselves to become a major gaming and entertainment destination in the National Capital Region, we believe we can break that mould," says **Helen MacMillan**, General Manager, Rideau Carleton Casino, Future Hard Rock.

Last November, MacMillan was honoured with the prestigious Patricia Becker Pay It Forward Award on behalf of Global Gaming Women (GGW). It honours women who have demonstrated a commitment to the development and advancement of women in gaming, as well as in their community in general.

"Helping women advance in this industry is clearly very dear to my heart, which is why I am so proud to be part of an organization that truly values equity and inclusion" continued MacMillan. "I

am especially proud that Ottawa will be the first international Hard Rock property to introduce this important *Women In Leadership* program."

Hard Rock International recognized as top employer for women

Last year, Hard Rock International was again recognized by Forbes' list of America's Best Employers for Women within the Travel & Leisure category for the fifth year in a row.

"It is with great pride that Hard Rock continues to be recognized among the top companies actively making strides in diversity, equity & inclusion and be featured as a best employer for women," said **Tracy Bradford**, President of Seminole Hard Rock Support Services and Co-founder of Seminole & Hard Rock Women in Leadership internal mentoring program.

Focus on female empowerment as Rideau Carleton Casino, Future Hard Rock gains momentum

Rideau Carleton Casino, Future Hard Rock currently employs 413 employees, 42 percent of them women. That employee base is expected to grow to more than 700 when the future Hard Rock Hotel & Casino Ottawa opens, making it a significant employer in the National Capital Region.

At a recent job fair, Rideau Carleton Casino, Future Hard Rock hired 133 new employees; a third of which were women.

"We were very excited to have so many women turn up, especially since they were applying for non-traditional roles like table games dealer," said MacMillan. "I believe it's a sign that our industry is changing, which is why it's all the more important to offer the tools to empower these women and enable them to take on more meaningful roles within the Hard Rock family."

For more information on the *Women in Leadership* program or to join the Rideau Carleton Casino, Future Hard Rock family, please visit www.rideaucarletoncasino.com.



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 \$93 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 265 locations that include owned/licensed or managed 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 86,000 pieces, which are displayed at its locations around the globe. In 2022, Hard Rock Hotels was honored as the number one brand in Outstanding Guest Satisfaction for the second year in a row among Upper Upscale Hotels in J.D. Power’s North America Hotel Guest Satisfaction Study. This designation is the fourth consecutive year the iconic brand has been among the top brands in this category. HRI is the first privately-owned gaming company designated U.S. Best Managed Company by Deloitte Private and The Wall Street Journal for the second year. Hard Rock was also honored as one of Forbes’ Best Employers for Women, Diversity and New Grads and a Top Large Employer in the Travel & Leisure, Gaming, and Entertainment Industry. 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. For more information on Hard Rock International, visit www.hardrock.com or shop.hardrock.com.

