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## **Hard Rock launches U2 Limited-Edition T-Shirt to Benefit Amnesty International**

The world's top artists and bands have collaborated with Hard Rock International for more than two decades as part of the brand's acclaimed Signature Series program, helping to raise millions for a variety of worthy endeavors globally. Hard Rock is proud to launch its U2 Signature Series: Edition 30 T-shirt in support of human rights around the globe. Through a partnership between EDUN LIVE and Hard Rock, the limited-edition shirt is now available in stores and online, with 15% of the retail price benefitting Amnesty International in support of the organization's human rights campaigning efforts worldwide.

"I hope this T-shirt generates loads of cash for Amnesty International and their tireless work towards the release of prisoners of conscience all around the world," said The Edge of U2. "Plus there's a guitar on it - so it's a win-win as far as I'm concerned."

Hard Rock's U2 Signature Series: Edition 30 T-shirt (\$26) features an image of an electric guitar with angel wings, emblazoned with the words "JUSTICE," "HUMANITY" and "EQUALITY." A barbed wire is seen wrapped around the neck of the guitar. The back of the T-shirt bears the signatures of each member of U2, including singer Bono, guitarist The Edge, bassist Adam Clayton and drummer Larry Mullen, Jr.

"We are thrilled that U2, Hard Rock and EDUN have generously offered to support Amnesty International in this high-profile way," said Thomas Schultz-Jagow, Campaigns & Communications Director, Amnesty International. "We have a history of working with all three, and the combined power of us all coming together on this project will make a huge difference by raising awareness of our human rights work around the world."

"We are proud to support Amnesty International and aid in the fight for human rights worldwide through the Signature Series program," said Annie Balliro, Senior Director of Brand Philanthropy, Hard Rock International. "Hard Rock is honored to have U2, legendary musicians and dedicated activists, join with us to raise funds and awareness for such an important organization."

The new T-shirt is available in Hard Rock Cafes and Hotels and Casinos worldwide and online at [hardrock.com](http://hardrock.com). The U2 Signature Series T-shirt is printed on a navy blue EDUN LIVE T-shirt made from 100% African cotton and is available in men's sizes.

### **Hard Rock's Signature Series Lineup**

Hard Rock developed the concept of partnering with world-renowned musicians and bands to create and donate imaginative designs more than 20 years ago. These unique designs are reproduced onto T-shirts and sold at Hard Rock properties worldwide, with a portion of the retail price benefitting the artist's preferred charity. U2 joins a legendary roster of rock icons – from The Who, Bruce Springsteen and Eric Clapton, to Jon Bon Jovi, Shakira, Ringo Starr and John Lennon – who have become part of Hard Rock's Signature Series program, which has helped to raise millions of dollars for charitable causes worldwide.

For more information on Amnesty International, please visit [www.amnesty.org](http://www.amnesty.org).

For more information on EDUN LIVE, please visit [www.edun.com](http://www.edun.com).

For further details regarding Hard Rock's Signature Series program, please visit [www.hardrock.com](http://www.hardrock.com).

### **About Amnesty International**

Amnesty International is a global Movement of more than 3 million supporters, members and activists, in more than 150 countries and territories, who campaign to end grave abuses of human rights. Our vision is for every person to enjoy all the rights enshrined in the Universal Declaration of Human Rights and other international human rights standards. We are independent of any government, political ideology, economic interest or religion and are funded mainly by our membership and public donations. Amnesty International unites people to take a stand against injustice. Through public pressure and international solidarity we research, educate campaign and inspire people towards long-term solutions to human rights issues. For more information, visit <http://www.amnesty.org/>

### **About EDUN**

EDUN is a contemporary collection for men and women designed by Sharon Wauchob. Founded by Ali Hewson & Bono in 2005, EDUN is a global fashion brand bringing about positive change through its trading relationship with Africa, and its positioning as a creative force in contemporary fashion. It is sold globally in leading department and specialty stores. [www.edun.com](http://www.edun.com).

### **About EDUN LIVE**

EDUN LIVE is a basic line of t-shirts produced for business-to-business sales. The EDUN LIVE range enables EDUN to drive further trade into Africa through high-volume sales direct to the wholesale market. The tees are entirely "grow to sew". Every part, that's 100% of production, takes place in Africa. For more information, visit [www.edun.com](http://www.edun.com)

### **About Hard Rock International**

With a total of 177 venues in 58 countries, including 141 cafes, 18 hotels and 8 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the companies' two most successful Hotel and Casino properties in Tampa and Hollywood, Fl., both owned and operated by HRI parent company The Seminole Tribe of Florida., as well as other exciting locations including Bali, Biloxi, Chicago, Cancun, Las Vegas, San Diego and Singapore. Upcoming new Hard Rock Cafe locations include Melaka and San Jose. New Hard Rock Hotel projects include Aruba, Riviera Maya, Abu Dhabi and Shenzhen and Haikou in China. New Hard Rock Casino projects in development include Hungary and Northfield, OH.

For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).