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TG&H MAGAZINE DIGITAL EDITION

The Big Reveal for Tribally Owned Hard Rock Live Sacramento



 Christine Faria  Entertainment, Special Features, Tribal News & Stories, Videos



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Hard Rock Hotel & Casino Sacramento at Fire Mountain, owned by the Estom Yumeka Maidu Tribe of the Enterprise Rancheria, has unveiled the newly finished HARD ROCK LIVE music and

entertainment venue with a grand opening party on June 3, with a sold-out performance by MAROON 5.

The first Tribally-owned Hard Rock casino on the West Coast, Glenda Nelson, Chairwoman of the Enterprise Rancheria Tribe shared, "Showing that unity that we are here to work together, to save the planet, take time, to be kind, love all and serve all and showing that connection across the United States and what we as tribal people can do is such a great honor and privilege to be a part of that movement."

TG&H On Air - Hard Rock Hotel & Casino Sacramento at Fire Mountain Grand Opening

00:49



TG&H Executive Editor Chris Faria was on-site last week speaking with key leaders about the grand opening of the entertainment venue, another milestone for the property after following the casino resort opening in 2019.

Step inside the venue with Chris as she speaks with:



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TG&H On Air – Chairwoman Glenda Nelson – Hard Rock Hotel & Casino Sacramento at Fire Mountain Grand Opening

04:44



Mark Birtha, President of Hard Rock Hotel & Casino Sacramento at Fire Mountain

TG&H On Air – Mark Birtha – Hard Rock Hotel & Casino Sacramento at Fire Mountain Grand Opening

04:16



Randy Maddocks, Director of Entertainment at Hard Rock Hotel & Casino at Fire Mountain

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TG&H On Air - Randy Maddocks Hard Rock Hotel & Casino Sacramento at Fire Mountain Grand Opening

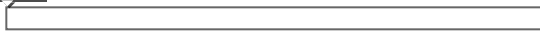
04:27



Olivier Berthiaume-Bergé, President and CEO of Scéno Plus

TG&H On Air – Olivier Berthiaume-Bergé – Hard Rock Hotel & Casino Sacramento at Fire Mountain Grand Opening

03:34



In the very competitive Northern California market, HARD ROCK LIVE will serve as a flexible event center with the capability to host a multitude of programs including live shows, a variety of premier sporting events, galas and more. It will additionally serve as a community resource in regional emergencies. Design of the building, overseen by leaders of the Estom Yumeka Maidu

Tribe of the Enterprise Rancheria, was purposeful to serve as an emergency shelter for up to 1,000 people, if needed.

“Live music and entertainment are fundamental attributes of the Hard Rock brand,” says Mark Birtha, President of Hard Rock Hotel & Casino Sacramento at Fire Mountain. “We are so excited to be able to provide unmatched entertainment experiences from premier talent, in a venue unlike any other in the Sacramento region. The HARD ROCK LIVE at Hard Rock Hotel & Casino Sacramento at Fire Mountain will become the place for live entertainment and will continue to provide world class amenities, entertainment, and support to the community.”

Sincere congratulations to the Enterprise Tribe and the team at Hard Rock Hotel & Casino Sacramento at Fire Mountain!



Christine Faria > 33 Articles

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