

Shakira Partners With Hard Rock International for Artist Spotlight Merchandise

Proceeds to Benefit Shakira's Fundacion Pies Descalzos



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ORLANDO, Fla., Feb. 22 /PRNewswire/ -- Beginning in February 2010, with the launch of Hard Rock International's Shakira Artist Spotlight T-Shirt and Bracelet, a "She Wolf" won't be the only thing in every Shakira fan's closet. This limited-edition merchandise will benefit Shakira's Fundacion Pies Descalzos, an organization devoted to finding and providing opportunities for children who are victims of violence in Colombia.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100222/NY56601>)

"I'm proud and excited to continue my partnership with Hard Rock International through the Artist Spotlight program," said Shakira. "With the launch of the Shakira Artist Spotlight T-Shirt, I hope to increase international awareness and support for the Fundacion Pies Descalzos, an organization that is extremely close to my heart."

In 1997, Shakira created Fundacion Pies Descalzos, which promotes education and strives to provide help for some of the basic needs of Colombian children. As a result of her efforts, Shakira was appointed UNICEF Goodwill Ambassador – the youngest world representative of this organization.

"We were thrilled by the outstanding response to Hard Rock's Shakira Signature Series T-shirt, launched in 2007, and are excited to continue our relationship with Shakira for her Artist Spotlight T-Shirt," said Hamish Dodds, President and Chief Executive Officer, Hard Rock International. "We look forward to our ongoing work with Shakira and her Fundacion Pies Descalzos, helping to improve the quality of life for the children in Shakira's home country of Colombia."

Hard Rock's Shakira Artist Spotlight T-Shirt and Bracelet will be sold online at www.hardrock.com, as well as at select Hard Rock properties worldwide:

- Shakira Artist Spotlight T-Shirt – Designed by Shakira, this limited-edition T-Shirt features two angels sitting on an amplifier with a pink guitar in between them and set on the background of a large purple heart. The city-specific design is set on a black T-Shirt and is available exclusively in women's sizes (S-XL). 15% of the retail price will benefit Fundacion Pies Descalzos. (\$26)
- Shakira Artist Spotlight Bracelet – Inspired by Shakira, this limited-edition bracelet features Shakira beads with custom clasps. All of the proceeds from the Artist Spotlight bracelet will benefit Fundacion Pies Descalzos. (\$12)

Since it was established in 1971, Hard Rock has been committed to a wide variety of philanthropic causes and activities around the world. With the success of Shakira's Signature Series T-shirt, Hard Rock has once again partnered with the undisputed "Reina of International Pop" to create the brand's second Artist Spotlight T-Shirt and Bracelet. As with the Signature Series program, the Artist Spotlight program features the work of noted artists and performers and contributes to global and humanitarian causes worldwide.

To learn more about Fundacion Pies Descalzos, please visit www.fundacionpiesdescalzos.com.

For further details regarding Hard Rock International, please visit www.hardrock.com.

About Fundacion Pies Descalzos

Fundacion Pies Descalzos is a Colombian non-profit, non-governmental organization, created in 1997 by Colombian artist Shakira, focusing on finding opportunities of education and development for the most vulnerable and displaced children affected by the Colombian internal conflict. Pies Descalzos has a mission of developing a public education model with holistic protection strategies that improve the quality of life of students and their families. Currently, Pies Descalzos supports five schools and 17 communities in Quibdo in the Pacific Coast, Altos de Cazuca in the outskirts of Bogota and Barranquilla in the Caribbean, where more than 5,000 children receive education, balanced food, uniforms, school kits, psychosocial support and over 35 thousand people from the community benefit from vocational training, artistic and cultural activities which allow them to achieve decent life standards, promoting empowerment and the establishment of a culture of peace. Pies Descalzos, a model of public education, is expanding to the poorest Latin communities in Los Angeles through the non-profit organization Para Los Ninos. In addition, Shakira has responded to the recent natural disaster in Haiti by offering to build a Pies Descalzos Elementary School.

About Hard Rock International

With a total of 162 venues in 52 countries, including 130 cafes and 13 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. 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. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang and Singapore. Additional hotel and casino projects have been announced in Punta Cana, scheduled to open in 2010; Panama, scheduled to open in 2012; and Atlanta, Hungary, Dubai and Abu Dhabi, scheduled to open in 2013. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.