



HARD ROCK INTERNATIONAL
WORLDWIDE HEADQUARTERS

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February 12, 2020

RE: Movement to Boycott Hard Rock in New Orleans

Dear Mayor Cantrell,

As we have shared privately and publicly, we appreciate the leadership and compassion you have demonstrated. But four months have passed since the building at 1031 Canal St. collapsed, the resulting tragedy has devastated our community, its residents, and tarnished its image around the world. We are now seeking all legal recourse due to the reputation damage to our name, especially as it relates to the Boycott Hard Rock Movement that is taking place this evening at Hard Rock Cafe New Orleans. New Orleans cannot be known as a city that ignores the plight of its people and those suffering as a result of this disaster.

We appreciate the difficult situation caused by the collapse. We understand what Chief McConnell, his teams, and other experts have reported about the instability of the structure. Still, we remain puzzled and frustrated at the length of time it is taking to recover the remains of either of the victims and to finalize plans for demolishing the building.

As you are aware, Hard Rock was not involved in the construction of the 1031 Canal Street building. As a concerned community partner, we stand with the people of New Orleans in asking for answers on the demolition timeline. Most importantly, we remain hopeful for the recovery of the last two victims of the collapse and their return to their loved ones.

Be assured, Hard Rock is committed to New Orleans and its people, and stands ready to appropriately assist in helping our community recover from this tragedy.

Sincerely,

Jon Lucas,
Chief Operating Officer
Hard Rock International

