

Hard Rock launch new #SignatureSeries merchandise

Hard Rock Café Edinburgh sent us a goody bag today with a taste of the merchandise they have just launched along with Pitbull, a Grammy® award-winning international superstar.

We got a T-shirt and a glass for our long cocktails but why are they launching this range?

The Pitbull Signature Series : Edition 35 shirt is inspired by the global star, Mr Worldwide, supporting the SLAM Foundation. This will support learning opportunities for children around the world.

✖ Pitbull commented, “Music and education have always been a driving force in my life. Partnering with the [Hard Rock Heals Foundation](#) for my Signature Series shirt will benefit SLAM! (Sports, Leadership, Arts and Management) in its effort to help students from all walks of life achieve their highest potential.”

A percentage of the retail price of each **Pitbull Signature Series** shirt sold will be donated to SLAM through the Hard Rock Heals Foundation. The new Signature Series shirt features Pitbull’s famous moniker, “Mr. Worldwide,” in vibrant turquoise and pink lettering in homage to his Miami upbringing.

Charity merchandise is a big part of what Hard Rock does. It has raised millions for charitable causes around the globe.

*Today we got a goody bag....from..... [@HardRockEdin](#)
[#SignatureSeries](#) [pic.twitter.com/96HP8FfBtp](#)*

– Edinburgh Reporter (@EdinReporter) [27 January 2017](#)

Visit HardRock.com for additional details on Hard Rock's Signature Series, or Rockshop.HardRock.com to purchase the new Pitbull Signature Series: Edition 35 merchandise.