

Hard Rock Remedies Spelling Gaffe

By Dave Lukow

A spelling miscue had officials scrambling at the new Hard Rock Hotel & Casino in Atlantic City this week.

A sign for the venue, a 30-foot guitar modeled after a Gibson Les Paul, had “rhythm” misspelled on the rhythm and treble switch. Representatives from Hard Rock said the misspelling, which involved inclusion of a letter “E,” was addressed by the afternoon of June 21.

The resort will feature a pair of guitars, with the second going up June 23 or 24, at its entrance.

Scheduled to open June 28 at noon, the Hard Rock will feature several dining and entertainment options. There are also a variety of event accommodations, including a conference center, daytime meeting space and a black-tie ballroom. Meeting rooms will have WiFi, LED TVs, direct-dial phone capabilities, adjustable live-feed music, and in-house audio-visual services.

In terms of entertainment, some of the biggest names in show business will take the stage at Hard Rock’s Etess Arena. Carrie Underwood will perform before a full house June 29, while Pitbull headlines the next night.

Among the acts coming in July are Third Eye Blind, Florida Georgia Line, Maroon 5, Rascal Flatts, Chris Young, and Frankie Valli and The Four Seasons, who will appear Friday, July 27 and Saturday, July 28.

Born in Newark, N.J., Valli began as frontman for The Four Seasons in 1960. With Valli on lead vocals, the group had 29 Top 40 hits. Among those songs are “Sherry,” “Big Girls Don’t Cry,” “Walk Like a Man,” and “December 1963.” As a solo performer, Valli had number-one hits with “My Eyes Adored You,” in 1974, and “Grease,” in 1978.

Valli and the original members of The Four Seasons were inducted into the Rock and Roll Hall of Fame in 1990 and into the Vocal Group Hall of Fame in 1999.

An MMA event, with Team NJ battling Team PA, takes place at the Hard Rock Friday, July 20.