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DETROIT HISTORICAL SOCIETY PRESENTS
DETROIT TRIVIA AT HARD ROCK CAFÉ DETROIT WEDNESDAY, JUNE 5
Pop culture trivia nights will benefit the Society's Past>Forward campaign to fund new and expanded exhibits, technology upgrades and more

DETROIT, Mich., (May 29, 2013) – It's time again to test your Detroit pop culture knowledge. It's time for Detroit Trivia.

The Detroit Historical Society is hosting another Detroit Trivia night on Wednesday, June 5th at Hard Rock Café, 45 Monroe in Detroit, benefiting the Society's *Past>Forward* fundraising campaign.

The public is welcome to team up and vie for the title of unabashed Detroit pop culture experts. Registration starts at 6 p.m., and Detroit Trivia gets underway at 6:30 p.m. There will be a \$10 suggested donation per person at the door.

Participants in Detroit Trivia may choose to register as a team of three to five people, or register solo and be matched with a team of players. The games will feature three rounds of trivia with a total of 50 questions. The team that takes first place in the competition will receive Hard Rock Cafe gift cards and additional prizes from the Detroit Historical Society.

Second and third place team members will also take home prizes. All Detroit Trivia players will enjoy drink and appetizer specials at Hard Rock Cafe Detroit.

Funds raised during the evening will go towards the Detroit Historical Society's \$20.1 million *Past>Forward* campaign, funding new and expanded exhibits, technology upgrades, educational offerings and enhancements at the Detroit Historical Museum, Dossin Great Lakes Museum and the Detroit Historical Society Collection.

“Our Past>Forward Campaign has already funded the amazing changes seen by the public at the Detroit Historical Museum since its Grand Re-Opening in November, and this series of Detroit Trivia events is another exciting way to celebrate the music, sports and pop culture that unites us all as Detroiters,” said Bob Sadler, director of marketing & sales at the Detroit Historical Society. “We're pleased to again to be working with our partners at Hard Rock Cafe, a destination for music and memorabilia in Detroit.”

To participate in Detroit Trivia, players may call (313) 833-1262, reserve a spot online at detroithistorical.org or register at the door.

Most of the trivia questions will center on Detroit-based music, sports or entertainment, topics which directly tie into content in the Detroit Historical Museum's new exhibits. In November, the Society unveiled the *Allesee Gallery of Culture*, the *Kid Rock Music Lab*, and three other brand new or expanded exhibits. More than 80,000 visitors to date have already taken in the wide array of exhibits and attractions that bring our region's story to life.

Learn more at detroithistorical.org.

The Detroit Historical Society is a private, nonprofit organization located in Midtown, the heart of Detroit's cultural center. Founded in 1921, its mission is to educate and inspire our community and visitors by preserving and portraying our region's shared history through dynamic exhibits and experiences. Today, the Society operates the Detroit Historical Museum and the Dossin Great Lakes Museum. In addition, the Society is responsible for the conservation and preservation of more than 250,000 artifacts that represent three centuries of our region's rich history. Through its museum exhibits, school tour programs, community-based programs and history-themed outreach efforts, the Society serves more than 150,000 people annually. For more information on the Detroit Historical Society, visit detroithistorical.org.

With a total of 174 venues in 53 countries, including 137 cafes and 15 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, Singapore and Punta Cana. 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.

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