

For Immediate Release



ATLANTIC CITY

RBRM
A GREAT 'NEW EDITION' TO THE LINEUP
AT HARD ROCK HOTEL & CASINO ATLANTIC CITY
SEPTEMBER 23



Atlantic City, NJ (June 11, 2018) – Germinating from the mothership phenomenon many remember as New Edition, sprouts yet another branch of brilliance calling themselves **RBRM**. In this history making effort **Ronnie DeVoe**, **Bobby Brown**, **Ricky Bell**, and **Michael Bivins** will be coming to Hard Rock Hotel & Casino Atlantic City’s Hard Rock Live at Etes Arena on September 23 at 8 PM. With a respective 35+ years of entertainment experience under their belts, you can bet that RBRM will set a new standard of the performance excellence brand that New Edition fans have come to love and expect.

In 1985, Bobby Brown left New Edition to pursue a solo career. His debut solo album, *King of Stage*, was released in 1986 on MCA Records and scored a number one R&B hit with his ballad “Girlfriend”. It wasn’t until Bobby’s sophomore solo effort, *Don’t Be Cruel* was released in 1989, when his star started to really shine with monster hits like the title track, “My Prerogative”, “Every Little Step” and “Rock Wit’cha”. *Don’t Be Cruel* would go on to be the top selling album at 8 times platinum.

While Bobby’s career took off like a rocket ship, another byproduct of the New Edition mothership blasted off. The dynamic trio of Ricky Bell, Ronnie DeVoe and Michael Bivins, also known as **Bell Biv DeVoe**, burst onto the scene in 1990 with their explosive debut *Poison*, selling over 4 million copies worldwide, producing four chart-topping singles including “Do Me!”, “B.B.D. (I Thought It Was Me)?”, “When Will I See You Smile Again” and the ever-enduring, party title track, “Poison”. In 1996, BBD reunited with their childhood comrades Bobby Brown, Ralph Tresvant and Johnny Gill to record the multi-platinum reunion album, *Home Again*, supported by a tour for the ages.

Reuniting as RBRM in 2018, Ronnie, Bobby, Ricky and Mike are stronger now than ever. While still on a familiar path, RBRM is set to blaze a brand-new trail of success, as they dedicate this new era of excellence to their beloved and loyal fans!

Tickets for RBRM will be on sale this Friday (6/15) at 10 AM from \$49 to \$84. For more information or to purchase tickets in advance, see hardrockhotelatlanticcity.com.

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Hard Rock Hotel & Casino Atlantic City

Set on 17 acres, with the legendary Atlantic City Boardwalk as its backdrop, Hard Rock Hotel & Casino Atlantic City will be Atlantic City's go-to entertainment destination, boasting 2,100 slots, 120 table games, more than 20 first-class restaurants and lounges, and world-class entertainment, including Hard Rock Live at Etes Arena, the beachside Sound Waves and the Howie Mandel Comedy Club. The hotel and casino also features the iconic Hard Rock Cafe, overlooking the Atlantic City Boardwalk, showcasing a brand new elevated menu and state-of-the-art stage, allowing for an amplified level of service and entertainment. Along with an endless array of upscale amenities, including world-class shopping and the brand's signature full-service Rock Spa and Salon, featuring 31 treatment rooms, the new, music-inspired property offers lavish guest rooms and suites, with stunning views of the city and Atlantic Ocean. From family vacations and business trips to weddings, Hard Rock Hotel & Casino Atlantic City offers an unparalleled experience. Each of the hotel's guest rooms and suites radiates a contemporary style, including Hard Rock's signature The Sound of Your Stay® music amenity program, which allows guests to set the mood with complimentary vinyl records or jam out on a Fender guitar in the privacy of their own room. Hotel guests can enjoy high speed, property-wide Wi-Fi, 24-Hour In-Room Dining, towel and chair service at Hard Rock Beach or at the indoor pool, and 24-Hour Access to Body Rock fitness. For more information and to book your stay, please visit hardrockhotelatlanticcity.com.

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