



FOR IMMEDIATE RELEASE:

**CLEVELAND ROCKS!
HINKLEY PLANS EXCITING “ROCK-N-ROLL” CELEBRATION FOR ITS 90TH ANNIVERSARY**

November 14, 2011 – Rock-n-Roll is playing a special part in Hinkley Lighting’s market festivities this January. To celebrate the company’s 90th anniversary, Hinkley is kicking off a live rock-n-roll concert featuring the hottest cover band in Dallas, “Identity Theft,” at 5PM on Friday, January 20th in their brand new showroom, along with some fantastic prizes.

The grand prize includes 2 tickets to the live Rock and Roll Hall of Fame Induction ceremony on Saturday, April 14, 2012 in Cleveland. The 2012 Hall of Fame nominees include Guns „N Roses, Freddie King, Joan Jett and the Blackhearts, Donna Summer and The Beastie Boys, among other iconic performers. This package also includes tickets to the Rock and Roll Hall of Fame Museum and a VIP tour of Hinkley’s brand new, state-of-the-art corporate campus in Cleveland. “Cleveland is the birthplace of rock-n-roll, home to the Rock and Roll Hall of Fame and has been our world headquarters since 1922,” says Rick Wiedemer, President. “It seemed like the perfect way to celebrate, while also paying respect to our heritage.” The prize will be raffled off among all attendees and announced Friday night.

In addition to the Cleveland Rock Hall prize package, Hinkley will be giving away a beautiful Vespa LXV 150 i.e. scooter that will be on display in their showroom throughout market. Vespas are coveted throughout the world and this gorgeous machine pairs the best of vintage design with the ease of modern technology. Customers will have a chance to enter the raffle for the Vespa, which will be held at the conclusion of market.

Guests will also see a 10-ft-tall Fender® “Beatles”-themed Stratocaster® guitar next to the stage in the new showroom. The guitar is part of GuitarMania®, a Greater Cleveland community public art project that has raised over \$2 million for its two benefiting charities - United Way of Greater Cleveland and the Rock and Roll Hall of Fame and Museum’s education programs. The project consists of large, 10-ft-tall Fender® Stratocaster® guitars creatively transformed into works of art by local artists and national celebrities. Hinkley has supported this charity by acquiring 2 guitars: one will be on display in its Dallas showroom and the second will be on permanent display in its new Cleveland-based headquarters.

“Our new showroom and everything that goes with it is sure to kick off a fabulous 90th anniversary in 2012,” says Mr. Wiedemer. “We hope all of our representatives and customers will join us for this concert in the exciting environment of our new showroom. It will be a night to remember!”



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Located in Cleveland, Ohio, Hinkley Lighting is a 2011 ARTS award finalist for “Lighting Manufacturer of the Year” and has been a leading manufacturer and distributor of high-quality lighting fixtures for 90 years. In addition to the classic Hinkley Lighting line, the company also manufactures Hinkley Landscape Lighting and the luxury lighting line Fredrick Ramond.

Contact:

Kim Mager

Hinkley Lighting

12600 Berea Road

Cleveland, Ohio 44111

216-671-3300 ext.3037

kmager@hinkleylighting.com

www.hinkleylighting.com