

PRINT "TheStar"

- Hotel offers guests special pink rooms (DATE RAN 9 October 2010)

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SPEND a night in one of Hard Rock Hotel Penang's two pinked-out seaview deluxe rooms and you will be contributing towards a noble cause.

Throughout this month, 25% of rates from these special pink rooms – complete with matching pink Egyptian cotton sheet set and ladies' honeycomb cotton bathrobe – will be channelled towards the National Cancer Society of Malaysia (Penang branch).

It is part of the Hard Rock brand's annual, month-long Pinktober campaign, currently in its 11th year.

The campaign is aimed at raising

awareness and funds for breast cancer research.

According to marketing communications manager Elisa Saw, guests who stay in the pink rooms will also receive a limited edition 2010 Pinktober Breast Cancer Awareness Pin and a buffet breakfast for two.

"A pink bed has also been set up at the lobby to give guests a glimpse of these rooms," she said, adding that the pink theme would also extend to a range of exclusive Pinktober apparel and accessories.

For bookings, log on to penang.hardrockhotels.net and select the 'Get into Bed for a Cure' package.



Pleasant colours: One of Hard Rock Hotel Penang's pink rooms that guests can book this month to help raise funds for the National Cancer Society of Malaysia (Penang branch).