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For Immediate Release

## HARD ROCK HOTEL PENANG ORGANISES PINK MONTH FOR BREAST CANCER AWARENESS

Georgetown, Penang, 8 October 2016 – Hard Rock Hotel Penang recently raised the awareness of breast cancer with its PINKTOBER™ campaign once again throughout the month of October. Established in year 2010, this year marks the 7<sup>th</sup> year the hotel has driven this initiative. At the end of the campaign, Hard Rock Hotel Penang managed to raise a total of RM26, 000 for Mount Miriam Cancer Hospital.

Each year, the hotel invites guests to 'Get Into Bed for the Cause' in October, offering two PINK rooms complete with luxurious pink sheets, pink duvet covers, pink robes, pink amenities and more. *The Positively Pink* package is bookable from now until 31 October 2016. 25% of the room rate will benefit the Mount Miriam Cancer Hospital Penang.

Several PINK activations were spotted in the hotel as part of the hotel's initiative for PINKTOBER™. Over the years, the hotel had previously displayed a PINK Bed, PINK Porsche, PINK Harley Davidson bike and PINK Trishaw in the lobby, a gigantic PINK Ribbon Brassiere at the Port Cochere and iconic Beatles' statue dressed in PINK boxers for the cause. This year, a classic PINK Volkswagen Kombi was displayed in the lobby for awareness which became a huge draw among visitors and house guests. PINK flamingo and doughnut floats were also available for rent at the hotel's swimming pool in conjunction with PINKTOBER™. PINK Food & Beverages were also offered at the hotel as part of the campaign throughout the month – Hard Rock Café Penang introduced a three course PINK Meal inclusive of PINK House Salad, PINK Burger and PINK Ice Cream.

On 8 October 2016, partygoers showed their support towards the cause at *The Pink Show 2016* cocktail party held at the hotel's Hall Of Fame ballroom.



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At *The Pink Show 2016*, guests were entertained with live band music by *Touch Mahal*, fashion show by ZALORA, fashionable swimwear Pink N' Proper and Hard Rock brand. The evening was hosted by Papi Zak, Malaysia's "biggest" stand-up comedian and radio DJ host, Myn Lee.

Throughout the evening, patrons participated in silent auction bidding to bag attractive hotel stays sponsored by HPL Hotels & Resorts, beauty and cosmetic products by SEPHORA and SHU UEMURA, 3 nights cruise by Star Cruises and so much more. Proceeds from this event will all be donated to Mount Miriam Cancer Hospital.

*The Pink Show 2016* is supported by Kombee Wagen, Pink N' Proper, SEPHORA, Shu Uemura, Star Cruises, Style Flash, What A Bash, XIXILI, ZALORA, China Press, COVERED Asia, D'light Moments photography, Optimal Media and Rising One.

Hotel guests also supported the cause by donating RM30 in return for a limited edition PINKTOBER™ 'Stolen from Hard Rock' pillow and PINKTOBER™ Neck Rest. These items were made available for purchase at the hotel's front desk.

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For media inquiries, please contact:

**Angeline Chen (Ms) | Marketing & Communications Manager | Hard Rock Hotel Penang**

E-mail: [angeline.chen@hardrockhotels.net](mailto:angeline.chen@hardrockhotels.net) | Tel: +60 4 8868010 | Fax: +60 4 886 8060

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