

12 July 2013

THE PENINSULA TOKYO JOINS THE BATTLE AGAINST BREAST CANCER

*Annual “Peninsula in Pink” programs support
Keep A Breast Japan[®] and the Japan Association of Breast Cancer Screening[®],
as part of the global breast cancer initiatives of The Peninsula Hotels*

Family values, tradition, unsurpassed service standards and contributing to the local community are the cornerstones of The Peninsula Tokyo’s corporate culture. Ever since it opened, the hotel has focused on making a difference in the community by supporting organizations that help to enhance the lives and health of women and children, as well as volunteer programs in conjunction with three local charities – The Peninsula in Pink Breast Cancer Awareness Campaign, Make-A-Wish[®] Foundation of Japan and Hands on Tokyo[®].

As part of its ongoing “Enriching Your Life” campaign, The Peninsula Tokyo shows its support for Breast Cancer Awareness Month every October by staging “Peninsula in Pink” as part of a group-wide campaign of The Peninsula Hotels to raise both awareness and funds. Featuring signature pink-themed promotions, including Afternoon Tea and a specially designed pink ribbon pin, a percentage of the proceeds raised goes to local breast cancer-related charities.

Breast cancer is the most common form of cancer in the world today, accounting for one in 10 of all new cases diagnosed worldwide and afflicting one in four female cancer sufferers. It is also the most prevalent type of cancer among women in both developed and developing countries, and the principal cause of death among women globally. Although it is far less common than in women, men can develop breast cancer too, and, in fact, they account for approximately 1% of all cases.

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T O K Y O

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True to the architect's original vision of a Japanese lantern when lit at night, The Peninsula Tokyo becomes a shining pink landmark every October. Standing 100 meters and 24 storeys tall, the hotel's sweeping exterior and crown are illuminated in pink to raise awareness about the fight against breast cancer.



The hotel also supports the “Peninsula in Pink” Breast Cancer Awareness Campaign in a number of other ways; for example, by donating JPY 500 from every sale of “Peninsula in Pink” restaurant and spa promotional items to Keep A Breast Japan[®] and the Japan Association of Breast Cancer Screening[®] and Peninsula staff members wearing original Peninsula pink ribbon pins.

Early detection is the best way to fight breast cancer. The Peninsula Tokyo therefore provides mammograms for all female employees from the age of 30 upwards as part of its annual medical check-up program.

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T O K Y O

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From 2008, the hotel held the “Rockin’ Pink Party” at Peter on the hotel’s 24th floor, with its sweeping views of Tokyo’s skyline. Supported by prominent Japanese celebrities, industry executives and the media, the evening raised funds by donating the entire JPY 5,000 participation fee for each guest to Keep A Breast Japan® and the Japan Association of Breast Cancer Screening®. This year, however, the hotel will hold the Peninsula in Pink Charity Gala Dinner on 21 October 2013. A black-tie affair, guests will feast on a gourmet five-course dinner prepared by The Peninsula Tokyo’s Executive Chef Adam Mathis and paired with premium Champagnes and wines. Tickets are priced at JPY 30,000 per person, with JPY 10,000 being donated to Keep A Breast Japan®.

Other “Peninsula in Pink” promotions at the hotel’s restaurants, bar and spa from 1 to 31 October 2013 include:

Peninsula in Pink Cocktails at Peter: The Bar

A variety of pink-inspired cocktails, including an original Peninsula in Pink pin, priced from JPY 2,000 per cocktail



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T O K Y O

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Peninsula in Pink Classic Afternoon Tea at The Lobby

The Peninsula's celebrated, classic Afternoon Tea, including an original Peninsula in Pink pin, priced at JPY 4,200 per person



Naturally Peninsula in Pink Bento Lunch Box at The Lobby

A three-course lunch menu elegantly presented in a beautiful pink lacquer box, including coffee or tea, and an original Peninsula in Pink pin, priced at JPY 4,500 per person



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Peninsula in Pink Chocolates at The Peninsula Boutique & Café

Priced at JPY 2,100 (four pieces), JPY 3,900 (nine pieces), JPY 6,300 (16 pieces) and JPY 3,300 (chocolate bar), including an original Peninsula in Pink pin



Peninsula in Pink Macarons at The Peninsula Boutique & Café

Priced at JPY 2,200 (six pieces), including an original Peninsula in Pink pin



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T O K Y O

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Original Peninsula in Pink Pin at The Peninsula Boutique & Café

Priced at JPY 525 per pin



For more information or to make a restaurant reservation, please contact The Peninsula Tokyo at (81-3) 6270 2888. All prices include consumption tax and are subject to a 15% service charge, excluding merchandise items.

“Peninsula in Pink” Ceremony for Two at The Peninsula Spa

An exclusive “Peninsula in Pink” spa treatment ceremony for two begins with a soothing foot bath, while enjoying a cup of traditional Japanese green tea and original Peninsula in Pink macaron. This 110-minute body treatment includes a skin exfoliation, body mask and express facial cleanse. A relaxing head massage and aromatherapy body massage target areas of tension and help to soothe the body and mind, while improving overall skin tone. The weekday price is JPY 66,000 and weekend and national holiday price is JPY 76,000. The price includes the private spa treatment room charge for two, consumption tax and service charge. The Peninsula Spa is open daily from 10:00 am to 10:00 pm. For more information or reservations, please contact The Peninsula Spa at (81-3) 6270 2299 or e-mail: spaptk@peninsula.com.

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T O K Y O

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (under construction). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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