

# THE PENINSULA

C H I C A G O

September 9, 2014

## **“PENINSULA IN PINK” – THE PENINSULA CHICAGO “THINKS PINK” WITH NEW AWARENESS AND FUNDRAISING CAMPAIGN IN OCTOBER**

*The Peninsula Chicago announces breast cancer awareness initiatives  
and teams up with Lynn Sage Cancer Research Foundation and Bright Pink*

For the fourth consecutive year, The Peninsula Hotels is once again showing its support for Breast Cancer Awareness Month throughout October with “Peninsula in Pink.” The groupwide campaign raises both awareness and funds with select, pink-themed promotions including limited edition “Peninsula in Pink” desserts during afternoon tea, ranging from chocolates to macarons, a specially designed pink ribbon pin and a new “Time Together” spa package. A percentage of the proceeds will benefit Lynn Sage Cancer Research Foundation and Bright Pink – the charities supported by The Peninsula Chicago.

While each hotel offers its own collection of “pink” initiatives, a signature attraction across all hotels will be the “**Peninsula in Pink**” **Afternoon Tea**. Through the years, the Peninsula Afternoon Tea has become a hallmark feature of every Peninsula hotel around the world, and so each hotel has created a pink-themed tea for the month of October, offering a selection of pink-hued sandwiches, cakes and pastries in addition to the traditional scones, clotted cream and preserves. Special items for tea include a smoked salmon and crab salad, butternut squash-coconut quiche, strawberry mascarpone bar, red velvet macarons and more.

The Peninsula Chicago’s “**Peninsula in Pink**” **Afternoon Tea** will be served daily in The Lobby, Monday through Saturday with two seatings at 2:30 pm and 4:30 pm and on Sundays tea is served between 3:30 pm and 5:00 pm. Afternoon Tea is priced at US\$ 55 per person, with a donation of US\$ 5 made to Lynn Sage Cancer Research Foundation and Bright Pink for every tea sold from October 1 through 31, 2014. For reservations or inquiries, please call +1 (312) 573 6695 or e-mail [diningpch@peninsula.com](mailto:diningpch@peninsula.com).

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**Pink Desserts in Pierrot Gourmet:** In Pierrot Gourmet, the hotel’s street-level European bistro, Breast Cancer Awareness Month-themed desserts will be available. The traditional chocolate éclair is transformed into a “Rose Lychee Éclair,” and is priced at US\$ 7. In addition, pink fondant ribbons will be placed on several other desserts offered in the café. For inquiries, please call +1 (312) 573 6695 or e-mail [diningpch@peninsula.com](mailto:diningpch@peninsula.com).

**The Bar:** The Peninsula Chicago’s bartenders have created a special pink-hued cocktail, “Pretty in Pink,” made of Stolichnina Vanilla vodka, lychee puree, raspberries (muddled), and a splash of lemon juice. Priced at US\$ 15, “Pretty in Pink” will be served in The Bar, with a donation of US\$ 5 for each cocktail.

**The Peninsula Spa Pink Package Options:** These will support Breast Cancer Awareness month by offering two fitness packages:

“Time Together” and a “Pretty in Pink Classic Manicure” will be available during the month of October. “Time Together” is priced at US\$ 340 Monday through Thursday and US\$ 365 Friday through Sunday, with a 5% donation benefitting Lynn Sage Cancer Research Foundation and Bright Pink and the “Pretty in Pink Classic Manicure” is priced at US\$ 40 with US\$ 5 benefitting the two charities. Furthermore, US\$ 5 will be donated from the purchase of Pink Hair and Scalp Mud for the month of October.

“Time Together” package for two guests includes:

- 60-minute body exfoliation for each guest
- 60-minute massage for each guest
- Glass of rosé Champagne for each guest
- Pink Breast Cancer Awareness Month pins
- Full day use of the Fitness Center including the pool, and all fitness classes

“Pretty in Pink Classic Manicure” features:

- Classic Manicure with a signature pink polish

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For reservations or inquiries for The Peninsula Spa, please call +1 (312) 573 6860 or e-mail [spapch@peninsula.com](mailto:spapch@peninsula.com).

**Peninsula Boutique:** An exclusive “Peninsula in Pink” pink ribbon pin has been designed to denote Breast Cancer Awareness Month. Pins are available for sale in the Peninsula Boutique for US\$ 5, with a donation of US\$ 4 for each pin sold. Also available in The Peninsula Boutique are pink-colored shopping bags featuring the hotel mascot, Peter Bear. The bags are priced at US\$ 30, with a donation of US\$ 10 for each bag sold.

**Opportunities for guests to give:** Guests may make a contribution to benefit Lynn Sage Cancer Research Foundation and Bright Pink by adding a monetary amount at the bottom of their guest folio upon check-out, or indicating at the bottom of their receipt when dining in any of the restaurants or bar. Guests may also purchase a pink card for US\$ 5 and write a message or a name of someone who has suffered from breast cancer and hang it on a special remembrance tree in The Lobby.

**Building breast cancer awareness through visuals and giving:** The Peninsula Chicago will promote Breast Cancer Awareness Month by illuminating the hotel in pink lights and with specialty pink floral arrangements throughout the hotel. In coordination with Lynn Sage Cancer Research Foundation, the hotel is offering complimentary transportation via the hotel’s MINI Cooper to patients for their cancer treatments.

**Breast cancer information:** Breast cancer is the most prevalent cancer in the world today, accounting for one in 10 of all new cancers diagnosed worldwide and nearly one in four female cancer sufferers. The most common cancer in women in both developed and developing areas, it is the principal cause of death among women globally. Though far less common than in women, it is also possible for men to develop breast cancer, accounting for approximately 1% of all breast cancer cases. With these grim statistics in mind, The Peninsula Hotels is harnessing its resources with “Peninsula in Pink” at all hotels, with each Peninsula hotel partnering with a local breast cancer organization in their respective destination for fund- and awareness-raising.

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## **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a Group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, and The Peninsula Paris. Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and St. John’s Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; 1-5 Grosvenor Place in London, UK, and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Thai Country Club in Bangkok, Thailand; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

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