

# THE PENINSULA

H O T E L S

28 September 2014

## **“PENINSULA EN ROSE” – PINK HIGHLIGHTS THIS OCTOBER**

*French-inspired patisseries and cocktails at Peninsula hotels around the world raise funds and awareness for breast cancer while marking the opening of The Peninsula Paris*

For the fourth consecutive year, The Peninsula Hotels in Asia, North America and Europe are thinking pink for a purpose throughout October - Breast Cancer Awareness Month - with “Peninsula in Pink”, the group-wide campaign to raise awareness and funds through signature pink-themed offers, with a percentage of the proceeds going directly to breast cancer-related charities in each destination.

A special webpage [www.peninsula.com/PINK](http://www.peninsula.com/PINK) features information on all the initiatives, including the campaign’s history, photographs and videos, plus interviews with Peninsula chefs across the world on their inspiration for the desserts they have created for the campaign.

Each hotel’s façade is lit up in pink for the whole month of October :



*The Peninsula Hong Kong*



*The Peninsula Tokyo*

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## **“PENINSULA EN ROSE” – PINK HIGHLIGHTS THIS OCTOBER - 2**

This year, in celebration of the opening of The Peninsula Paris on 1 August 2014, the group initiatives offer a French twist with a variety of French-inspired pink Afternoon Teas, patisseries and cocktails.

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 pink-hued cakes and pastries in addition to the traditional scones, clotted cream and preserves. A donation will be made to the respective hotel’s designated local breast cancer charity for every Peninsula in Pink Afternoon Tea sold.

The Peninsula Afternoon Teas in Paris and Shanghai are particular highlights :



*Pink Afternoon Tea at The Peninsula Paris*



*Pink Afternoon Tea at The Peninsula Shanghai*

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## “PENINSULA EN ROSE” – PINK HIGHLIGHTS THIS OCTOBER - 3

Legendary French desserts have been specially re-imagined by Peninsula pastry chefs from all ten hotels, including The Peninsula Manila’s “Savarin Rose Sensation” and The Peninsula Beijing’s Paris-Brest, a French delicacy that was first created to commemorate the Paris–Brest bicycle race in 1891.



*Paris-Brest in The Peninsula Beijing*



*The Peninsula Manila’s “Savarin Rose Sensation”*

Meanwhile, a speciality pink cocktail has been created by each hotel’s bar team, with a donation made for each one sold.



*Chicago’s “Pretty in Pink”*



*Bangkok’s “Pink Moon”*

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## “PENINSULA EN ROSE” – PINK HIGHLIGHTS THIS OCTOBER - 4

Specially designed limited edition Peninsula in Pink toiletry bags with Oscar de la Renta amenities are also offered as room amenities, while guests can also pamper themselves with Pretty in Pink spa packages.



On the transport front, The Peninsula Bangkok’s riverboats sport large pink ribbon logos, while the MINIs of The Peninsula New York and The Peninsula Chicago carry the motif on their doors. In Chicago, these MINIs also take patients to and from their cancer treatments.



*MINI with pink ribbon logos at The Peninsula Chicago*

An exclusive Peninsula in Pink pink ribbon pin has been designed to mark the Breast Cancer Awareness Month. It is available for sale in each hotel, with a donation for each pin sold.



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## “PENINSULA EN ROSE” – PINK HIGHLIGHTS THIS OCTOBER - 5

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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, The Peninsula Office 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.

Learn more at [www.peninsula.com](http://www.peninsula.com) or follow us on [Facebook](#).

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