9 September 2014

**FOR IMMEDIATE RELEASE**

**“PENINSULA EN ROSE” - THE PENINSULA BEIJING CELEBRATES**

**FRENCH PINK EVENTS THIS OCTOBER**

For the fourth consecutive year, The Peninsula Hotels is showing its support for Breast Cancer Awareness Month throughout October with “Peninsula in Pink”, a group-wide campaign to raise awareness and funds through select, pink-themed food and beverage offers and spa treatments.

The Peninsula Beijing will work closely with the China Breast Cancer Foundation to raise funds by participating in breast cancer awareness walks, runs and other activities, together with a range of additional initiatives including leaflets placed in guest rooms and public areas as well as seminars for female guests and hotel staff. An exclusive “Peninsula in Pink” ribbon pin has also been designed to mark Breast Cancer Awareness Month and is available for sale at the hotel, with a donation for each pin sold.

**THE PINK LIGHTING CEREMONY**

On 25 September 2014, The Peninsula Beijing kicks off with a circus-themed lighting ceremony illuminating the entrance in pink. Upon entering the hotel, guests will be welcomed with an inspiring “ribbon of flowers” that towers up from the ground, 9 feet into the air and comprises 5,000 roses, hydrangeas and other brightly coloured flowers. Three [florists](http://newyork.peninsula.com/en/discover/hotel-moments/celebrating-25-glorious-years) will work around the clock over three days to construct the ribbon of flowers, which has been custom-designed especially for the event.

The inaugural Pink lighting ceremony will be hosted by The Peninsula Beijing, *Business Quarter* magazine, and Damiani Jewellers, followed by a cocktail reception in the hotel’s main lobby. The

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lighting ceremony will be attended by over 300 of the capital’s most prominent corporate clientele and media representatives who will be greeted by a renowned Chinese celebrity and a breast cancer survivor of the China Breast Cancer Foundation.

Guests can also expect other activities throughout the evening, including a dedicated pink “nail bar” where they can enjoy an evening of sweet pampering, while usherettes in colourful pink outfits are sure to entertain as they hand out freshly made candy floss in return for cash donations of any amount from generous guests.

Additionally, a private event will be hosted on October, in co-operation with media powerhouse, Tatler Magazine and boutique store Avanti at The Peninsula Suite, reflecting their support of the “Peninsula in Pink” breast cancer campaign. The Peninsula Beijing will also be hosting an art auction featuring four virtuoso’s exquisite works of art. All proceeds of artwork sales will be donated to the China Breast Cancer Foundation.

**SELECT PINK DINING, DRINK AND SPA PROMOTIONS:**

**Pink Ensemble Delights**

Whilst each Peninsula hotel offers its own collection of pink initiatives, a key attraction across all hotels will be the “Peninsula in Pink” Afternoon Tea. Over the years, The Peninsula Afternoon Tea has become a hallmark feature of every Peninsula hotel around the world. For the month of October this tradition will be expertly recreated in pink hues by the hotel’s culinary artisans, with selections such as raspberry scones, pink macarons filled with vanilla and strawberry along with perfectly executed versions of the French traditional pastry *rose religieuse*. All of these delicate treats can be accompanied by an optional glass of rosé Champagne. The “Peninsula in Pink” Afternoon Tea is priced at 198 RMB per person.

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***Naturally Peninsula* in Pink**

The campaign also includes an organic-inspired *Naturally Peninsula* in Pink menu at the hotel’s international buffet restaurant Jing to promote healthy eating, with recipes available online and a donation for each item or set sold. Jing unveils light and healthy dishes, which include Scallop ceviche with cucumber and soy tapioca, Steamed black cod with bok choy, followed by Pineapples poached in spiced jus with coconut sorbet. This tasty and healthy menu is priced at 290 RMB per person.

**Pink Long Gin Cocktail**

Indulge in a captivating cocktail mixed to perfection with a classic medley of *Long Jing*-infused premium gin and refreshing guava juice garnished with lime, which will be served throughout October and priced at 90 RMB.

**The Pink Paris-Brest Dessert**

Legendary French desserts have been recreated by Peninsula pastry chefs this October with a unique, pink theme to promote breast cancer awareness. The Lobby shares the essence of France’s rich heritage with its own stylish version of the Paris-Brest dessert, a French delicacy that was first created to commemorate the Paris-Brest bicycle race in 1891. This dessert is priced at 90 RMB.

**The Pink Wellness Ladies’ Treatment**

A rejuvenating and firming treatment for the smoothness and beauty of the breast area. The Bio Magic Mask from Biologique Recherche effectively provides a lifting effect and brightens the epidermis, while the absorption of Matriciel and Elastine Pure serums reduce surface imperfections and restore the skin’s elasticity. The Remodeling Face® machine helps to maintain the shape and firmness of the breasts by stimulating and oxygenating the epidermal cells.

The purchase of any “pink” promotion entitles each guest to a complimentary “Peninsula in Pink” ribbon pin and an accompanying donation will be made to The China Breast Cancer Foundation. All prices take a 15% service charge.

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Additionally, The Peninsula Hotels has created a special webpage [www.peninsula.com/PINK](http://www.peninsula.com/PINK), for October, which features information on all the Peninsula initiatives around the globe, including the campaign’s history, photographs and videos. Peninsula chefs from across the world are interviewed on their inspirations for the desserts that they have created for the campaign.

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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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