

# Balmoral is in the pink!



Rocco Forte's The Balmoral will again glow pink this October in support of Breast Cancer Awareness Month 2011.

The hotel's majestic clock tower, which stands 195ft from the Balmoral's roof level to the mural crown of St Giles at the top, will act as a visual reminder that everyone can help to do something to make a difference to the 4000 people that are diagnosed with breast cancer in Scotland each year.

The Balmoral will join many iconic buildings around the world which will be lit up pink, including the Empire State Building and Niagra Falls, to help raise awareness and vital funds for Breast Cancer Care.

To boost donations to the charity, the luxury five star hotel will also be serving a series of pink cocktails in The Balmoral Bar throughout October with £1 from each being donated to Breast Cancer Care.

Guests can choose from the *Girl About Town* – strawberry and rose petal infused vodka, Cointreau, fresh passion fruit and pomegranate juice, shaken and served in a martini glass; *The Goddess of Glitz* – vanilla vodka and fresh beetroot puree shaken with lemon juice, sugar and egg whites served on ice in a tall glass and finished with soda; and a *Pink Martini* – vodka mixed with Chambord, a touch of raspberry puree and pineapple juice, shaken and served with a delicate finish of Prosecco.

Visitors to The Balmoral will also be able to pamper themselves and give a little back with a series of treatments at the Balmoral Spa's new nail bar. Each visitor who books a Jessica manicure or pedicure treatment throughout October will receive a complimentary pink Jessica nail varnish and the

knowledge that £1 from every nail treatment will be donated to Breast Cancer Care.

Franck Arnold, General Manager of The Balmoral, said:

“We are delighted to once again be supporting Breast Cancer Awareness month by lighting up our clock tower pink and running a series of pink promotions to boost funds for the charity. The Balmoral clock tower can be seen for miles and I hope that it will act as reminder to the people of Edinburgh to give a little this October and support this remarkable charity.”