


# Hard Rock Cafe Edinburgh turning pink!



**Hard Rock Cafe Edinburgh** is getting glam this October, in honour of the brand's 16<sup>th</sup> annual **PINKTOBER®** campaign!

On **Thursday 22 October 2015**, [Hard Rock Cafe Edinburgh](#) will be hosting a **Pink Day**, transforming the cafe with all things pink! With all staff dressed in pink, there will even be a pop-up salon hosted by the pink ladies from PinUps Vintage Salon – customers will be able to pop in for a ‘**hair-over**’ with stylists on hand from midday – 5pm.

The event will benefit and support the **Caron Keating Foundation**, raising funds and awareness for breast cancer research.

 The world-famous Hard Rock brand is thinking pink in support of the 16<sup>th</sup> Annual PINKTOBER™ campaign. Throughout the month of October, guests can show their support for a cause that affects millions by visiting Hard Rock properties around the world and purchasing pink merchandise, pink drinks and pink hotel amenities. Proceeds from PINKTOBER will benefit research and awareness-driving efforts for the Caron Keating Foundation.

A minimum donation of £10.00 will be requested for a ‘hair-over’

All funds to be donated to the Caron Keating Foundation