

Travel Brands 'Thinking Pink' For Breast Cancer Awareness

by Michelle Gross October 7, 2015



Courtesy of Peninsula Hotels

October is Breast Cancer Awareness Month, and the travel industry has joined the fight to raise awareness by “thinking pink” all month long. From hotel promotions and pink airplanes to mammograms and massages, here’s a look at where and how you can travel for a cause.

Airlines

Delta

Delta’s annual “Breast Cancer One” employee survivor flight from New York City to Mexico kicked off the airline’s month-long campaign to generate awareness and raise money for The Breast Cancer Research Foundation. The survivor flight, now in its 11th year, gifts a plane trip to more than 140 employees who have survived breast cancer. In addition, Delta employees will be wearing pink uniforms and sell pink products—including pink lemonade and pink headsets.

American Airlines

American Airlines and US Airways will also be taking breast cancer awareness month to new heights. Employees adorned in pink accessories including pink ties, socks and scarves will serve up 'Be Pink' branded food and drinks including lemonade and M&Ms. A \$25 donation to American's [Miles for the Cure](#) program will earn AAdvantage members 20 bonus miles for each dollar contributed.

Hotels

The Peninsula Hotels

Peninsula Hotels around the world are unveiling pink-inspired artworks for the brand's "[The Art of Pink](#)" campaign. Each piece will be exhibited before going to auction. The proceeds will be donated to local breast cancer charities.

If you're not tickled pink already, the Peninsula in Pink campaign will also be featuring a Pink Afternoon Tea, where guests can enjoy rose-tinted sweets and treats all served on a tiered silver platter—accompanied by rosé, of course.

The Kahala Hotel & Resort in Honolulu, Hawaii

Raise your glasses and get ready to clink pink at [The Kahala Hotel & Resort](#) in Honolulu. Throughout October, guests can enjoy a special afternoon tea menu featuring smoked salmon tea sandwiches, guava cupcake bites, pink hand-dipped truffles, and a glass of Lucien Albrecht Brut Rosé. Yum.

The Ritz Carlton in San Francisco

The Ritz Carlton in San Francisco will also be covered in all things pink, from the illuminated exterior of the hotel to a pink afternoon tea and pink promise cocktail in The Lounge. Proceeds, which include a \$10 donation for every Pink Afternoon Tea seating and \$1 for every "Pink Promise" drink will go toward the Breast Cancer Emergency Fund.

The Four Seasons in Westlake Village, California

[The Four Seasons in Westlake Village](#) is taking a more steadfast approach to Breast cancer Awareness month by offering mammograms and massages throughout the month, in an effort to raise awareness about breast cancer prevention. Visitors will also have the chance to learn cancer prevention tips from medical and wellness experts from the California Health & Longevity Institute.

Hotel Terra in Jackson Hole, Wyoming

Hotel Terra's rooftop spa in Jackson Hole is introducing "Chill for a Cause," a set of three breast cancer awareness spa treatments that will be offered this October. Ranging from facials to massages, the treatments will have names like "Live, Love, And Get A Massage" and the "Fight Like A Girl Facial." Each treatment is available in 50- and 80-minute sessions at \$129 and \$179.

Hard Rock Hotel & Casino

Throughout this month, visitors to Hard Rock's around the world will be able to purchase items from its signature Pinktober merchandise line, including T-shirts, bathrobes, collectors pins and more. The Hard Rock will dedicate 75 percent of the retail price of each commemorative pin and 15 percent of the retail price of other products to breast cancer awareness.

The Palms Turks and Caicos in Turks and Caicos

On October 10, [The Palms Turks & Caicos](#) will host its 7th annual "In the Pink" event to raise money for the National Cancer Society. "In the Pink" kicks off with a shopping event and party with music, cocktails and giveaways. The fun will continue with an after-party in the courtyard in front of Parallel 23 restaurant.

Awili Spa and Salon at Andaz Maui at Wailea Resort in Maui, Hawaii

[Awili Spa & Salon](#), the signature spa at [Andaz Maui at Wailea Resort](#), offers guests handmade pink soaps (\$12) as well as a Pink Pedicure Package for \$95, which includes the Awili Spa everyday hydration pedicure, hand-crafted pink scrub, a glass of Rosé, and a mini Pink Deborah Lippmann nail polish to take home. A tenth of all proceeds will go to the Pacific Cancer Foundation.

Grand Geneva Resort & Spa in Lake Geneva, Wisconsin

This October, [Grand Geneva Resort & Spa](#) has partnered with Milwaukee-based organization After Breast Cancer Diagnosis (ABCD) to raise funds to help survivors. Guests can purchase a sleeve of pink golf balls for \$10 and receive a complimentary bag of 50 pink tees in the hotel's golf shop. Or you can ask for the pink lemonade cheesecake served with home-made strawberry gelato for \$8 at Geneva ChopHouse or Ristorante Brissago; \$4 of your purchase will also go towards ABCD.

Burj Al Arab Jumeirah in Dubai

Every Thursday throughout the month, [Burj Al Arab Jumeirah](#) is lighting its signature sail pink.

The Ritz-Carlton in Rancho Mirage, California

Guests at [The Ritz-Carlton, Rancho Mirage](#) will be greeted with a variety of pink treats from the Concierge Candy Bar, as well as pink-frosted artisan cupcakes in the State Fare Bar + Kitchen for a donation of \$1, to be given to charity. Those who order October's specialty Cure Cocktail will be donating \$1 to the American Cancer Society.

The Resort at Pedregal in Cabo San Lucas, Mexico

[The Resort at Pedregal](#) is offering three exclusive pink bottles of the tequila (\$500 a bottle and \$30 a shot) in honor of breast cancer awareness. All proceeds will be donated to the Susan G. Komen foundation. The resort will also be offering its signature Pink Kiss cocktail, made with vodka, strawberries infused aperol, fresh pineapple juice, raspberry puree and homemade citrus syrup.

Turnberry Isle, Miami FL

Throughout the month of October, [Turnberry Isle Miami](#) will be serving up Cuisine for the Cure, a three-course dinner menu with a portion of the proceeds benefitting the Susan G. Komen organization.

Turnberry Isle Miami's Lobby Lounge will also be serving Pink Mojitos (\$16), featuring mint leaves, raspberry puree and raspberry sauce, white rum, and cherry brandy. Spa promotions throughout the month benefit the Susan G. Komen organization.