

## **NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

## **2<sup>nd</sup> ANNUAL HOLIDAY IN PINK COMBINES AWARENESS AND RELAXATION**

The Holiday Inn and Suites Charleston West and Susan G. Komen for the Cure West Virginia are sponsoring the second annual "Holiday In Pink" on April 23<sup>rd</sup>, 2013 from 5 to 8pm.

Holiday In Pink, a breast cancer and health awareness event, was launched in 2012 by the Holiday Inn and Suites along with the WV Wellness Council and South Charleston Rotary.

This completely free, public event offers valuable information to the public regarding cancer related topics in a stress-free, unintimidating spa-like atmosphere. The theme for this year's event is "Treat Yourself" and includes free food, health and pampering vendors and activities, door prizes, a silent auction and many other activities. The first 200 participants receive a goodie bag filled with additional information and items. Mix 100.9 will also be present from 4-6pm for a live radio remote.

Susan G. Komen also uses the event as an individual signup and packet pick-up location for the Race for the Cure, held on May 4th.

"It's our hope that the Charleston Area community will attend the event to get pampered and, at the same time, gain awareness of health issues." said Melissa Stricker, Director of Marketing and Revenue Management for the hotel's ownership company. "Cancer, in all its forms, has deeply touched our Holiday Inn & Suites family as well as our ownership company. This is our way of helping our neighbors who may not have access to information and programs...and do so in a relaxing and fun environment".

For more information or to include your business in the event, contact Melissa Stricker at [mstricker@DiscoverCharlestonWV.com](mailto:mstricker@DiscoverCharlestonWV.com) or visit [www.HolidayInPink.com](http://www.HolidayInPink.com) .