

NEWS RELEASE
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FOR IMMEDIATE RELEASE

5th ANNUAL HOLIDAY IN PINK COMBINES AWARENESS & FUN

The Holiday Inn and Suites Charleston West is sponsoring its 5th Annual "Holiday In Pink" on April 19th, 2016 from 5 to 8pm.

Holiday In Pink, a breast cancer and health awareness event, was launched in 2012 by the Holiday Inn and Suites as a way to give back to the community. As a locally owned and operated company, Monarch Family of Hotels has strong ties to the Charleston community.

"This event is one of the ways we like to give back and show our support. We are proud to be a part of the fight against Breast Cancer and want to make West Virginia a healthier place to live." stated Melissa Stricker, Director of Marketing for Monarch. "Through a history of employees and family members fighting the disease, our company and our corporate family has been touched by the epidemic that is breast cancer. Because of this we wanted to do something to help the public become more aware but do so in a way that was relaxing and not so scary."

From this, Holiday in Pink was born.

This is the fifth year for this completely free, public event that offers valuable information to the public regarding breast cancer and other health topics in a fun, unintimidating spa-like atmosphere.

"The event began as a breast cancer awareness event with 10 vendors and about 100 attendees. Last year's event had 53 vendors and over 330 attendees." Said Stricker said. "The focus has also shifted to all areas of health and wellness. This year there are over 65 vendors signed up."

Some highlights of this year's event also include CAMC's Breast Center presentations on breast cancer topics, attendance by Miss WV, Nichole Greene and free hors d'oeuvres provided by the hotel and Charleston Conference Center.

Susan G. Komen WV also uses this event as an individual signup and packet pick-up location for the Race for the Cure, held on May 7th. Be sure to visit their table and sign up for the Race. Those who sign up at Holiday In Pink receive two

Comedy Zone passes and are entered to win an Overnight Dinner and a Movie Package at the hotel's sister property, the Hampton Inn Southridge.

The hotel and its sister properties, the Wingate by Wyndham and Hampton Inn Southridge, proudly support all efforts to end breast cancer and increase awareness about this disease and all forms of cancer. In 2013, the hotel also became the "Sleep In" sponsor for the Komen Race for the Cure.

For more information or to include your business in the event, contact Melissa Stricker at mstricker@DiscoverCharlestonWV.com or visit www.HolidayInPink.com .