



Hotel Illawarra staff dressed the part during the month of August to raise \$4400 for the National Breast Cancer Foundation.

## In the pink for charity

By AGRON LATIFI

Pink was the colour of choice at Hotel Illawarra last month.

Celebrating the arrival of superstar singer Pink's performance in Wollongong, hotel staff and patrons donned pink attire throughout the month.

But, more importantly, staff also sold pink merchandise to help Hotel Illawarra raise \$4400 for the National Breast Cancer Foundation.

Marketing and events manager Penny Lee said the hotel in association with the

NBCF celebrated all things Pink and hosted the Tickle Me Pink event to raise money during the month of August.

"We had everything from pink champagne to pink cocktails. Some of the activities that were conducted in the hotel to create hype and awareness included handing out complimentary pink donuts and pink fairy floss," she said.

"During this time guests and patrons were also encouraged to join our staff by dressing in theme.

"The best dressed pink costume won great prizes

including Tickle Me Pink packs and Pink's Funhouse Tour CD."

Ms Lee said this event was one of many Hotel Illawarra did to raise money for charities.

"Hotel Illawarra takes seriously its contribution and involvement with the local community especially the sick and the needy," she said.

"We have also been supporting the Smith Family every winter. Last year we raised about \$300 for them, this year's total I think will be closer to \$450."