THE RITZ-CARLTON, SAN FRANCISCO GLOWS PINK FOR THE MONTH OF OCTOBER IN HONOR OF BREAST CANCER AWARENESS MONTH

*The iconic luxury hotel offers Pink Afternoon Tea, pink-themed yoga with CorePower Yoga, and other specialties in its continued support of the Bay Area’s Breast Cancer Emergency Fund.*

SAN FRANCISCO, Calif. (September XX, 2019) – This October, [The Ritz-Carlton, San Francisco](#) is going pink in honor of Breast Cancer Awareness Month. Each evening throughout October, the iconic Nob Hill hotel will be illuminated in a pink glow to match the symbolic ribbon and show support for the important cause. Additionally, guests and locals alike will be invited to support Bay Area non-profit [Breast Cancer Emergency Fund](#) (BCEF) – an organization dedicated to providing emergency financial assistance to low-income women and men battling breast cancer – via Pink Afternoon Tea, Pink Yoga in partnership with CorePower Yoga, and other special offerings.

The Ritz-Carlton, San Francisco will donate $10 for every Pink Afternoon Tea seating; $2 for every “Frisco Pisco” cocktail; and $5 for every Pink Yoga ticket sold throughout the month of October to the Breast Cancer Emergency Fund.

“We are proud to partner with Breast Cancer Emergency Fund again to support this important cause,” said Yael Ron, general manager at The Ritz-Carlton, San Francisco. These month-long offerings are designed both to honor Breast Cancer Awareness Month and raise funding for this impactful local organization who has provided over $3.5 million in grants to women and men in need.”
“BCEF is thrilled to partner with The Ritz-Carlton, San Francisco once again to raise visibility and vital funds for low-income women and men battling breast cancer in the Bay Area,” said Karen Edwards, Interim Executive Director for the Breast Cancer Emergency Fund. “When the landmark hotel lights up pink during the month of October, it signifies its commitment to the local community and highlights the significance of corporate philanthropy to inspire guests and the public to get involved in this important cause.”

**Pink Afternoon Tea**  
*Saturday, October 6 and 20, seatings from 1:00 p.m. to 2:00 p.m.*

On October 6 and 20, the hotel’s famous Afternoon Tea in The Lounge will get a pink twist. Presented in a traditional tiered style and taking on a rose-colored hue, the curated menu includes pink sweet and savory pastries and sandwiches prepared with local ingredients accompanied by fine pots of tea. Elevated supplements such as sparkling rosé, strawberries and cream, and Osetra caviar will also be available for those seeking an extra treat to cap off the tea experience. Guests can savor these limited-time delights while taking in stunning views of the bustling city. The Ritz-Carlton, San Francisco will donate $10 to the Breast Cancer Emergency Fund for each Pink Afternoon Tea that is sold, and $2 for each glass of sparkling rosé.

*Pink Afternoon Tea will be available starting at $80 per person, exclusive of tax and gratuity. Reservations can be placed by calling (415) 773-6168.*

**Pink Yoga in the Tent with CorePower Yoga**  
*October 19, 10:00am to 12:00pm*

For the first year ever, The Ritz-Carlton, San Francisco is teaming up with Corepower Yoga to host a pink-themed yoga class in the Terrace Tent located on the hotel’s beautiful Terrace Courtyard. Each $35 ticket includes a $5 donation to the Breast Cancer Emergency Fund, an hour C2 class in the tent, complimentary yoga mat, and refreshments including kombucha and a yogurt parfait bar.

*Pink Yoga reservations are available via Eventbrite.*

**The “Frisco Pisco” Cocktail**  
The iconic hotel’s expert mixologists have skillfully created a pink-hued “Frisco Pisco” cocktail for the month of October. The San Francisco-inspired cocktail is a spin on the classic pisco sour and is made with Pisco, lemon, riesling gomme, dolin blanc with a rinse of Absinthe. Guests can sip on this refreshing libation in the posh city-view Lounge. $2 from the sale of each “Frisco Pisco” cocktail will be donated to the Breast Cancer Emergency Fund.

*The “Frisco Pisco” cocktail is available for $16, exclusive of tax and gratuity. The Lounge seating is available first-come, first-serve.*

Breast Cancer Awareness Month imagery is available HERE and broader hotel imagery is available HERE (photo credit: “The Ritz-Carlton, San Francisco”)


About The Ritz-Carlton, San Francisco

Completely transformed and reimagined, The Ritz-Carlton, San Francisco sets a new standard of excellence in the City by the Bay, drawing inspiration from the alluring designs of couture and the city’s iconic architecture. Set within a 1909 Neoclassical landmark building in the prestigious Nob Hill neighborhood, The Ritz-Carlton, San Francisco is the city’s only AAA Five Diamond hotel and was recently named the #1 hotel in San Francisco by the readers of Travel + Leisure for their 2016 ‘World’s Best Awards’. Conveniently located in the heart of the city, the iconic hotel is nearby San Francisco’s most visited attractions and the historic cable car is accessible right outside its doors. Offering globally-inspired California cuisine and seasonal cocktails at the award-winning Parallel 37, the largest luxury Club Level experience in San Francisco, and more than 4,000 sq. ft. of grand event spaces, the 336-room Ritz-Carlton, San Francisco provides the ultimate in personalized Ritz-Carlton service, comfort and luxury.

About The Ritz-Carlton Hotel Company, LLC

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, MD., part of Marriott International, Inc., currently operates more than 100 hotels and over 45 residential properties in 30 countries and territories. For more information or reservations, visit the company web site at www.ritzcarlton.com, for the latest company updates, visit news.ritzcarlton.com and to join the live conversation, use #RCMemories and follow along on Facebook, Twitter, and Instagram. The Ritz-Carlton Hotel Company, L.L.C. is a wholly-owned subsidiary of Marriott International, Inc. (NASDAQ:MAR). The Ritz-Carlton is proud to participate in Marriott Bonvoy, the new name of Marriott’s travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

About BCEF

Breast Cancer Emergency Fund (BCEF) provides immediate and compassionate emergency financial assistance to low-income women and men battling breast cancer. BCEF offers help to a person who is too ill to work. Each year, BCEF provides aid to numerous women and their families in the Bay Area to maintain life-extending medical care while living with dignity during a devastating and life-threatening illness. BCEF’s goal is to reduce breast cancer mortality rates, improve health outcomes and allows women to focus on recovery and family. For almost two decades, BCEF has been the only agency dedicated to helping low-income women address the financial burden that often accompanies a diagnosis. Since 2001, BCEF has provided financial assistance to well over 3,500 breast cancer patients in need. BCEF is 100% funded by individuals, corporations and private foundations. Our community of generous and affluent supporters ensure that no woman fights breast cancer alone. To learn more about BCEF, visit www.bcef.org or call 415-932-6020 ext. 101.