

Conrad Macao's 2014 'Plush for PINK' Campaign a Great Success

Luxury hotel pink campaign raised more than MOP173,000 for breast cancer awareness

MACAO – 06 November 2014 – After six weeks of successful fund-raising, Conrad Macao, Cotai Central's 2014 'Plush for PINK' has been hailed a great success with the hotel raising MOP173,255 to support the Hong Kong Cancer Fund's Pink Revolution, an annual campaign that raises awareness and funds for breast cancer research. As a Diamond sponsor of the campaign for the second year in a row, the hotel offered its guests a series of 'plush pink' experiences from 22 September to 31 October to raise funds for this worthy cause. Conrad Macao also acknowledged the support of luxury jeweller Butani who helped make this year's fund-raising campaign even more successful by designing an exclusive Pink jewellery collection.

Butani, an internationally renowned designer of haute couture jewelry whose shop is located at Shoppes at Cotai Central designed an exclusive collection of 18k white and rose gold with pink sapphire necklaces and earrings to support the campaign. Two lucky guests who stayed at the hotel during the campaign and purchased a PINK upgrade package, as well as making a donation to this worthy cause went in the prize draw to win one of two prestigious Butani Bloom necklaces valued at MOP3,100 each. More than 562 entries were received during the six-week campaign.

Hotel guests were able to support 'Plush for PINK' by making a MOP 8 (US\$1) donation upon check-out from their room, booking a PINK Afternoon Tea experience, opting for PINK room upgrades, or purchasing an exclusive Conrad Pink velvet bear or rubber duck with PINK daisies. The hotel's award-winning signature restaurant Dynasty 8 also had a special PINK menu.

This year the hotel also co-organized with the International Ladies Club of Macao (ILCM) for an inaugural Pink themed luncheon on 18 September. Guests dined on a Pink themed menu and were able to purchase raffles thanks to the support of Ralph Lauren, Shanghai Tang and Butani Jewellers who generously donated prizes for the event.

In addition to raising funds for the Hong Kong Cancer Fund's Pink Revolution campaign, Conrad Macao also lent its support to local charity - the Macau Medical Mission's Peace and Hope Centre, a non-profit organisation which provides visiting services for patients with cancer, life and death education along with grief counselling to families who have lost loved ones. During the campaign, hotel team members participated in their charity walk around Macao's Guia Hill and guests were also able to make donations directly to the fund. This year the hotel was able to contribute MOP50,000 to the Mission.

"I would like to thank all of our guests, customers and team members who helped to make this year's Pink campaign so successful," said Bede Barry, general manager. "Along with the support of Butani Jewellers and the International Ladies Club we were able to reach our fundraising target sooner and provide for this very worthy cause; we look forward to building the momentum for 2015 and making next year's campaign even more successful."

Throughout the campaign, many of Conrad Macao's celebrity guests also came on board to support the campaign from royalty with HRH, Prince Sebastien of Luxembourg, Chinese racer Ma Qinghua, singer and actress Coco Lee, Cantopop singer Sandy Lam, , Pakho Chau and Taiwan pop band Lollipop F all having their photos taken with the Conrad Pink Bear.

Social media also played a part in the success of this year's event with Conrad Macao's #plushforpink reaching more than 50,000 Facebook fans and 430,000 Weibo fans. To follow us on Facebook visit [facebook.com/conradmacao](https://www.facebook.com/conradmacao)



Photo Caption: Mr Ajay Hingorani, boutique manager, Butani (L) and Mr Bede Barry (R), General Manager, Conrad Macao draw the two lucky winners of the Butani Pink Jewellery



Photo caption: Hong Kong Cancer Fund Pink Revolution spokesperson Coco Lee with Conrad Macao's Pink Bear

For more information about Conrad Macao visit www.conradmacao.com

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About Conrad Macao, Cotai Central

Conrad Macao, Cotai Central is a world-class, contemporary, luxury hotel located at Sands Cotai Central, offering luxurious guestrooms and suites in a 40-floor tower overlooking the Cotai Strip.

Just a five-minute drive from Macau International Airport, Conrad Macao offers easy access to all parts of Macao with limousine service, plus the added convenience of complimentary shuttle buses. Conrad Macao is also connected conveniently to ferry terminals and border crossing points within a few minutes of the hotel. Take advantage of our authentic connections to Macao's cultural and heritage areas or stay entertained with direct access to restaurants and 100 luxury brand shops at Shoppes at Cotai Central or relax at the Pool Deck or Health Club and Bodhi Spa. Conrad Macao, Cotai Central is the place to be in Macao to experience the luxury of being yourself. For more information, please visit www.conradmacao.com.

About Conrad Hotels and Resorts

Conrad Hotels & Resorts is the destination for the new generation of smart luxury travelers for whom life, business and pleasure seamlessly interact – people who know that the greatest luxury is the luxury of being yourself. A global brand consisting of 25 properties across 5 continents, Conrad Hotels & Resorts offer guests personalized experiences with sophisticated, locally inspired surroundings and connections to people and places around the corner or halfway around the world. Intuitive service is delivered with the Conrad Concierge App that puts Conrad's services and amenities at the guest's fingertips, whether ordering room service or a wakeup call to customizing the room's pillow options or arranging reservations at our locally inspired cuisine and spa offerings. Conrad is a global luxury brand of Hilton Worldwide with plans to add 12 more properties to the brand's portfolio. Connect with Conrad by booking at www.conradhotels.com or learn more about the brand by visiting news.conradhotels.com.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of eleven world-class global brands is comprised of more than 4,100 managed, franchised, owned and leased hotels and timeshare properties, with more than 685,000 rooms in 92 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.