



# HOTEL METROPOLE

MONTE-CARLO

## PRESS RELEASE

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### DRINK PINK!

In a generous gesture of support, Serge Ethuin, General Manager, stated, *"We are honored to introduce the 'Pink Kiss' cocktail and contribute to the vital research efforts in the fight against breast cancer. By donating one euro for each cocktail sold throughout the year, we aim to make a meaningful difference in the lives of those affected by this disease."*

### THE HOTEL METROPOLE MONTE-CARLO IS PLEASED TO UNVEIL THE "PINK KISS" COCKTAIL

This delicious concoction not only honours the cause, but also embodies the spirit of giving, as the hotel pledges to donate one euro for every 'Pink Kiss' cocktail sold throughout the year to support breast cancer research through Pink Ribbon Monaco. Breast cancer is a cause that affects many people, and Hôtel Métropole Monte-Carlo is proud to join the global effort to raise awareness and funds for breast cancer research.

The "Pink Kiss" cocktail is a symbol of hope, strength and unity, and it will be available exclusively at the hotel bar not only during the month of October, **but for the whole year!**



**THE "PINK KISS" COCKTAIL IS  
EXPERTLY CRAFTED BY THE HEAD  
BARMAN MICKAEL BELLEC,**

featuring delicate blend of Hendricks Gin, cranberry and lime juice, with a refreshing touch of Italicus. Its enchanting pink hue reflects the hotel's commitment to raising awareness and funding for breast cancer research.

To make the initiative even more impactful Hotel Metropole Monte-Carlo will present the total donation amount to Pink Ribbon Monaco association at the end of the operation. Pink Ribbon Monaco is a respected organization dedicated to funding breast cancer research, providing support to patients and raising awareness about breast health.

Guests of the hotel are invited to visit the Lobby Bar throughout the year to savour the delightful "Pink Kiss" cocktail and be part of this noble cause.

Every sip they take will contribute to a brighter future for breast cancer patients and survivors, so let's drink with a pink attitude!

For more information about Hotel Metropole Monte-Carlo and its "Pink Kiss" cocktail initiative, please visit: [www.metropole.com](http://www.metropole.com)

**ABOUT PINK RIBBON**

Founded in 2011, Pink Ribbon Monaco is the 1st association in the region to celebrate Pink October, breast cancer awareness month, and light up buildings in pink. Led by its founder and president, Natasha Frost-Savio, Pink Ribbon Monaco strives to promote early detection and awareness by organising two large and smaller satellite events throughout the year.

As a member of the Committee for the Protection and Promotion of Women's Rights in the Principality, the association is also committed to improving gender parity.

Working closely with the Government of Monaco, the National Council, the Ministry of Health and Social Services and in partnership with the Princess Grace Hospital, Pink Ribbon Monaco has been promoting awareness, health and solidarity for over a decade.

**FOR MORE INFORMATION, PLEASE CONTACT  
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**VISUALS**