

Contact: Stacey McMurtrie  
Director of Marketing and Communications

P.O. Box 26525  
Dubai, United Arab Emirates  
Telephone: +971 52 423 6527  
E-mail: Stacey.mcmurtrie@ritzcarlton.com

## **#PINKTOBER: THE RITZ-CARLTON, DUBAI PARTNERS WITH THE BIG BEAUTY SCOOP TO RAISE FUNDS AND AWARENESS FOR BREAST CANCER THIS OCTOBER**



*Part of the proceeds from The Lobby Lounge Afternoon Tea and Rose Awakening Spa Ritual will be donated to Al Jalila Foundation in partnership with Brest Friends*

**Dubai, United Arab Emirates – 19 September 2019** - The Ritz-Carlton, Dubai is proud to be supporting Al Jalila Foundation in partnership with Brest Friends this Breast Cancer Awareness Month, with the launch of #PINKtober in association with The Big Beauty Scoop. Taking place at the JBR hotel throughout October, the month-long activities will raise funds and create awareness, while celebrating survivors and those currently battling the illness, by shedding light on one of the biggest health concerns of women today – Breast Cancer.

Ladies and Gentlemen can partake in a range of #PINKtober activities for a good cause, such as a decadent afternoon tea in the prestigious Lobby Lounge or a Rose Awakening Ritual treatment at the award winning spa.

In addition, The Ritz-Carlton, Dubai and The Big Beauty Scoop have partnered to host a fashionable high tea event. This charity morning is aimed at celebrating and pampering ladies to feel empowered and beautiful within a luxurious setting and focused on raising awareness and funds to support breast cancer research and treatment through Al Jalila Foundation in partnership with Brest Friends. Ladies who join the event will be spoilt with a number of pampering stations offering complimentary services from partners including Charlotte Tilbury, Dermalogica, Pastels Salon and Cara Jewelry to name a few. Additional supporting partners acknowledged with thanks are Pangea, Noble Printing Press, Rituals Cosmetics, Firenze Flora, Capital D, Essentially et al.

In keeping with the brand's Community Footprints commitment, The Ritz-Carlton, Dubai will be donating a portion of all sales of the #PINKtober Afternoon Tea and Rose Awakening Spa Ritual, as well as tickets to The Ritz-Carlton Dubai and The Big Beauty Scoop High Tea, to Al Jalila Foundation to support the breast cancer program.

“At The Ritz-Carlton, Dubai, we have built a tradition of extraordinary service over our 21 year legacy. This extends into our social and environmental program, Community Footprints, and inspires us to positively impact the lives of others. The first mission statement of The Ritz-Carlton Hotel Company, created in 1983, committed that Ritz-Carlton hotels would be ‘positive, supportive to members of their communities and sensitive to the environment’. These principles have guided us over the years, enabling us to make a meaningful difference in our local community. With this in mind, we are passionate and proud to be able to come together with The Big Beauty Scoop to shine a

spotlight on this fundamental cause”, said Jeroen Elmendorp, General Manager at The Ritz-Carlton, Dubai.

“The Big Beauty Scoop Facebook forum prides itself on working with women to make them feel the best version of themselves. Breast cancer is a subject we feel passionate about, and we notice how many ladies it has affected in our community. The #PINKtober event gives us the chance to bring women together to create more awareness and raise funds”, explained Vicki Ashlin, founder of The Big Beauty Scoop.

Breast cancer is the most common cancer among women, with one in eight being diagnosed in their lifetime. Studies show that the average age of diagnoses is 10 years younger in the UAE than elsewhere in the world. These statistics reaffirm the critical need for research to keep up with the latest advances in treatment to save patients’ lives.

Brest Friends partnered with Al Jalila Foundation in 2015 and the four year partnership has yielded positive results to advance breast cancer care in the UAE. More than AED 5 million has been invested into life-saving treatment to support 34 women and fund nine breast cancer research studies. Together, they are the forerunners in raising awareness on the importance of early detection of breast cancer, furthering patient support with medical treatment and investing in local breast cancer research.

“Breast cancer remains one of the most serious health challenges and we must support medical research to improve survival rates. Every year during October, we receive overwhelming support from the community to help raise awareness and funds for breast cancer treatment and research in the UAE. #PINKtober events have the power to bring communities together to champion charitable causes and we are proud of our partners’ extraordinary efforts and philanthropic spirit.” expressed Dr. Abdulkareem Al Olama, Chief Executive Officer, Al Jalila Foundation

#### **#PINKtober Events at The Ritz-Carlton Dubai:**

##### **The Ritz-Carlton, Dubai and The Big Beauty Scoop High Tea**

**Location:** The Lobby Lounge at The Ritz-Carlton, Dubai, The Walk JBR

**Date:** Tuesday 8 October, 2019

**Timing:** 10 am until 12 noon

**Price:** AED 250 per person, with 50% of this cost going to Al Jalila Foundation and Brest Friends. Amazing prizes from the partners to be won.

##### **#PINKtober Rose Awakening Ritual**

**Location:** The Ritz-Carlton Spa, Dubai

**Date:** 1 to 31 October, 2019

**Timing:** Daily, 9 am to 9 pm

**Price:** AED 620 for The Rose Awakening Ritual, 75-minute treatment including rose footbath, back exfoliation, massage and facial. Part of the proceeds of this treatment in October will go to Al Jalila Foundation and Brest Friends

##### **#PINKtober Lobby Lounge Afternoon Tea**

**Location:** The Lobby Lounge

**Date:** 1 to 31 October, 2019

**Timing:** Daily, 12 noon to 5 pm

**Price:** AED 195 per person for the special #PINKtober afternoon tea and tea and coffee. Part of the proceeds of this treatment in October will go to the beneficiaries.

*For reservations and more information, email [dine.dubai@ritzcarlton.com](mailto:dine.dubai@ritzcarlton.com), or call +971 4 318 6150.*

All prices are inclusive of 10% Municipality Fee, 10% Service Charge and 5% Value Added Tax (VAT).

**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](http://www.ritzcarlton.com), for the latest company updates, visit [news.ritzcarlton.com](http://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](http://MarriottBonvoy.marriott.com).

**About The Big Beauty Scoop:**

TBBS was founded in 2017 by Vicki Ashlin, a beauty expert, and is a place for ladies to share their beauty tips, recommendations and ask The Big Beauty Scoop community for all beauty advice. The community is an organically built, strong girl gang, with over 11,000 engaged members who love talking and sharing all things beauty. As a result of the Beauty Scoopers talking about the recommended products or services, an impact is often seen to their sales. TBBS works closely with many brands, bringing the Beauty Scoopers along to exclusive events, competitions and live interviews, which the consumers love and in turn, the brands receive amazing feedback too. They have hosted bespoke events with many brands including Kings College, Rebecca Treton, Euromed Clinic, L'Occitane, Herbal Essentials and Allisi Bronte bringing various in-store bespoke events and pop ups to an audience of engaged beauty lovers.

**About Al Jalila Foundation:**

Al Jalila Foundation, a global philanthropic organization dedicated to transforming lives, was founded by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai in April 2013, to position Dubai and the UAE at the forefront of medical innovation. Al Jalila Foundation supports medical treatment for individuals unable to afford quality healthcare; provides scholarships to nurture a home-grown generation of medical professionals; and funds ground-breaking research that addresses health challenges prevalent in the region: cancer, cardiovascular diseases, diabetes, obesity and mental health. Al Jalila Foundation is fully-funded by the generosity of donors and 100% of the funds are invested into medical research, education and treatment in the UAE. Al Jalila Foundation is one of 33 member organizations under the Mohammed Bin Rashid Al Maktoum Global Initiatives embodies the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum to improve the Arab world through humanitarian, developmental and community work.