



## THE PINK LIGHT IS A BREAST SELF-EXAM REMINDER

In October, breast cancer awareness is the goal of pink lights brightly illuminating 140 Chicago area buildings. Countless others support the cause by flying pink breast cancer awareness flags. It is all a part of Lynn Sage's annual "Light the Way to Find a Cure" effort to remind Chicagoans about the importance of breast self-exams. Breast cancer is the second leading cause of cancer-related death in adult women. But when detected early, 96 percent of women survive the disease.

**For the entire month of October we will be supporting the "Light the Way to Find a Cure" with many other partners in Chicago. Throughout the month we will be supplying pins and ribbons to wear daily and we'll be flying a flag in the front of our hotel to demonstrate our commitment to community awareness. We are also asking Managers and Colleagues, to whom it's applicable, "Wear Pink on Fridays"! This could be a tie, shirt, blouse, scarf, etc. It's a fun way to raise awareness and may also give us an opportunity to inform our guest's of this campaign.**

We'll communicate details on how to get a pin/ribbon soon.