



MEMORIAL CITY

PRESS RELEASE

METRONATIONAL
945 BUNKER HILL
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MEMORIALCITY.COM



MEMORIAL CITY GO PINK DAY

HOUSTON (October 7, 2014) – In support of National Breast Cancer Awareness Month in October, Memorial City will host a variety of events and promotions, including an educational health fair in partnership with the Bobetta Lindig Breast Center at Memorial Hermann Memorial City. Dubbed, #MCGOPINK, the month long series will strive to inspire those who live, work and visit Memorial City to get involved in breast cancer awareness.

#MCGOPINK activities include the following:

Mini Health Fair in Partnership with Memorial Hermann Memorial City

Date: Friday, October 17
Time: 11:00 a.m. – 1:00 p.m.
Location: Food Court at Memorial City Mall

This event will feature a mini health fair presented by the Bobetta Lindig Breast Center at Memorial Hermann Memorial City from 11:00 a.m. -1:00 p.m. in the Food Court at Memorial City Mall. The health fair will be staffed by patient advocates from the Lindig Breast Center and serve to help raise awareness about breast cancer prevention, the importance of self-examination, early detection and screening, and to introduce ways to incorporate healthy nutrition and exercise into daily routines. Memorial Hermann Memorial City staff members will also be on hand to schedule mammogram appointments. Visitors to the mini health fair will have the opportunity to make a donation to the Bobetta Lindig Breast Center in honor or memory of a special person in their life who has faced the challenge of breast cancer. Those who make a donation will place a pink ribbon on a tribute wall to honor that person.

GO PINK! With Memorial City

In addition to the health fair, many Memorial City retailers, restaurants, office workers,

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Westin Memorial City hotel staff and Memorial Hermann Memorial City hospital members will be dressed in pink on Friday, October 17. Join the fun and wear pink as you visit the Mall or other locations within Memorial City!

Ice Skate USA will proudly support the cause with pink ribbons painted on the ice on October 17. Plus, all of Memorial City will GO PINK! as the exterior lights of all surrounding buildings will turn pink on GO PINK! Day - October 17 and remain pink throughout the weekend.

Retailer and Restaurant Promotions

Additionally, stores and restaurants will offer a variety of specials and promotions throughout October supporting breast cancer awareness including the following:

- Vallone's, located at 947 N. Gessner in Gateway Memorial City, has created a specialty cocktail, the "Hummingbird", which it will feature from October 13-17 and donate a portion of the proceeds to Memorial Hermann Memorial City.
- Three Brothers Bakery, located at 12393 Kingsride Lane, will feature pink-themed cookies and petit fours, donating a portion of proceeds to breast cancer research
- Brighton Collectibles, located in Memorial City Mall, will sell "Power of Pink Breast Cancer Bracelets" donating a portion of the proceeds to the Bobetta Lindig Breast Center at Memorial Hermann Memorial City.
- Reginelli's Pizzeria, located at 12389 Kingsride Lane, will sell special pink t-shirts in the restaurant and on its website (www.reginellis.com), with all profits going to the Susan G. Komen Organization in New Orleans.
- Vera Bradley, located in Memorial City Mall, will host a Breast Cancer Awareness reception from 10:00 a.m. - 2:00p.m. on Friday, October 17. Refreshments will be served and guests making donations to the Vera Bradley Foundation for Breast Cancer will receive a special bookmark and may enter a registration for a Pink Swirls throw blanket.
- Forever 21, located in Memorial City Mall, is promoting GIVE TO LOVE, LOVE TO GIVE and will donate \$1 of each item marked with a pink or white ribbon to the Keep A Breast Foundation.
- Dillards will host a Fit for the Cure bra fitting event on October 28th and donate \$2 for every customer who is fitted and \$2 for every Wacoal bra purchased to breast cancer awareness programs. Call 713-464-1851 Ext 5200 for an appointment with a Fit specialist.

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ABOUT MEMORIAL CITY

The city-within-a-city, Memorial City is a premier mixed-use development owned and managed by MetroNational. Located in west Houston, Memorial City runs along the Interstate 10 corridor, just inside Beltway 8, and contains 7.6 million square-feet of developed real estate across 265 acres. Memorial City is a unique blend of Class A office space; retail, including the 1.7 million square foot Memorial City Mall; garden and high-rise residential living; upscale hotel accommodations including The Westin Memorial City; and the Memorial Hermann Memorial City Medical Center, the second largest medical campus in the Houston metropolitan area.

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