



Breast of Scottsdale kicks off cancer awareness month

Submitted

On Sept. 12, Sapporo opened its doors to breast cancer survivors, their families and friends with its first-ever Breast of Scottsdale, benefitting Arizona Institute for Breast Health (AIBH).

The event, which included half off all bottles of wine along with a pink theme, complimentary pink Belvedere signature drinks and pink treats all night long, helped AIBH obtain sponsors for its annual Pink Light District.

It also served as a kick-off event for Sapporo's planned breast cancer awareness menu this fall. *

"Over the summer, we came across AIBH," said MaryAnna Ford of Sapporo. "This organization, which was founded by Dr. Coral Quiet who is a trailblazer in breast cancer care and treatment nationwide, has a singular focus – to offer women who have been diagnosed with breast cancer a second opinion on all of their treatment options."

Inspired by the critical service the organization provides, Sapporo put its head together with Belvedere Vodka and Clique Photo Station to dream up Breast of Scottsdale.

To get in, each guest was asked to sponsor a \$25 pink light with AIBH.

These Pink Honor Lights will be illuminated the evening of Oct. 4 on The Marshall Way Bridge south of Camelback Road and west of Scottsdale Road.

The Pink Honor Lights will glow

throughout October during Breast Cancer Awareness Month.

All proceeds benefit AIBH, and the funds will directly support women dealing with a breast cancer diagnosis. Visit www.ThePinkLightDistrict.org to sponsor lights.

Sapporo will continue to offer its half-off bottle deal on all of its wine all day on Wednesdays through the end of the year.

The pink menu will be available through October.