

Sapporo Goes Pink for AIBH

Sapporo proudly opened its doors on Sept. 12 to breast cancer survivors, and their family and friends with its first-ever Breast of Scottsdale, benefiting Arizona Institute for Breast Health. The event helped the organization to obtain sponsors for its annual Pink Light District and served as a kick-off event for Sapporo's breast cancer awareness menu this Fall.

Guests enjoyed half-off bottles of wine along with a pink theme, complimentary samples of a special menu, interactive photography, prizes and raffle items.

"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



▲ Scottsdale Airpark resident Heather Pera, AIBH volunteer Allison Bailin Batz and Airpark resident Lindsay Cohen support the cause in their best pink wardrobe and get their photo snapped at the Clique Photo Station.

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—perhaps the pinkiest party Scottsdale has ever seen.

AIBH co-founder Dr. Coral Quiet, winner of the pinkiest woman of the night award, in a themed ball gown ▼



SAPPORO'S OCTOBER PINK MENU

- The Flirtini – Belvedere Vodka, Grand Marnier Cordon Rouge, Cranberry Juice, Lime Juice
- The Pink Gelsha – Belvedere Vodka, Grand Marnier Cordon Rouge, Black Raspberry Liqueur, Fresh Strawberries, Basil Leaves, Cranberry Juice
- Hollywood Cocktail – Belvedere Pink Grapefruit, Fresh Grapefruit Juice, Grenadine, and Egg White
- Pink Panang Chicken Skewers
- Pink-fin Ahi Tuna Poke
- Sapporo Pink Rice Sushi Roll
- Pink Velvet Cake Pops

A portion of the proceeds from these tasty treats available all month will benefit Arizona Institute for Breast Health and its mission to offer Arizona women diagnosed with breast cancer a second opinion on their treatment options, completely free of charge.

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

"From now through October 31, Arizona and beyond has the opportunity to express its love, appreciation and gratitude for those impacted by breast cancer by sponsoring pink light bulbs, which will be placed on the Marshall Way Bridge in coming days," said Christine Fenwick, a breast cancer survivor and executive director of AIBH.

The Pink Honor Lights will be illuminated the evening of Oct. 4. Marshall Way Bridge is next to Olive & Ivy Restaurant (south of Camelback and west of Scottsdale Road), across from the Nordstrom's parking garage. The Pink Honor Lights will glow throughout October during Breast Cancer Awareness Month in recognition of those touched by the disease. Proceeds generated from the Sapporo fundraiser will go directly to support women who are dealing with a breast cancer diagnosis. The event helped to sponsor about 250 lights, but thousands more are still available. To sponsor lights, visit www.ThePinkLightDistrict.org today.

In addition, with the success of the half-off bottles during the evening, Sapporo is pleased to announce it will continue to offer the wine deal each Wednesday through the end of 2012. For a full list of wines available, visit www.sapporoscottsdale.com. ■



▲ Guests sampled pink drinks and menu items throughout the night.

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Scottsdale Critical Care is one of the area's leading providers in ICU care for patients in such diverse fields as cardiology, neurosurgery, trauma and internal medicine.

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