



Blue *Celebrates* Pink

Blue Martini Presents our 2nd Annual

Pink Party

October 22nd, 2011

Celebrating in All Blue Martini Locations

BLUE CELEBRATES PINK - OCT. 22, 2011

Pink Month

October 2011

Blue Martini hosts their 2nd Annual Pink Month beginning October 1st 2011 in all 10 locations. Our signature blue uniforms will turn PINK as a symbol of our support of Breast Cancer Awareness Month.

***Blue Celebrates Pink* by supporting local Breast Cancer affiliated charities during our month long donation drive! In addition, Blue Martini will be offering a Signature 'Pink Drink' for the entire month of October. With each purchase, we will gladly donate \$1 to our 'Breast Cancer Awareness' charity partners.**

Our Blue Martini South Florida locations have partnered with a fabulous local charity called 'Glam A Thon.' Glam A Thon raises money for breast cancer research with sheik events such as Glam Doll Struts and Happy Hour socials. Blue Martini is excited to support such a great cause!

*All of our Blue Martini locations have partnered with local breast cancer related charities. Glam A Thon is the featured charity in West Palm Beach, Boca, Lauderdale, Kendall, and Brickell.

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Pink Party

October 22nd 8pm

The Pink Party is **FREE** for ladies! Our female guests will receive a complimentary drink or glass of champagne upon their arrival before 11pm. Along with their complimentary drink, they will automatically be given a raffle ticket where they can win luxurious items such as Authentic Designer Handbags, Weekend Get-Aways, Spa Packages, and SO much more!

You have heard the hype surrounding Blue's **famous** store-wide events featuring Designer Prizes...Now it is **your** opportunity to join us for a chance win a Louis Vuitton, Prada, or Gucci handbag! The best part is...Blue does it ALL in support of a GREAT cause!

Sponsor Information

We are still accepting sponsorships! Here are the benefits of partnering with Blue Martini!

- ❖ Increased exposure to thousands of people throughout the community
- ❖ Various media inclusions
- ❖ Logo feature on our website
- ❖ Exposure on our in-store screens
- ❖ Live mention during raffles
- ❖ E-blast to over 10,000 people in each market
- ❖ Heavy in-store promotion of your brand

❖ **Previous Media Partners have included NBC 6, City and Shore Magazine, CityLink Magazine, Clear Channel, and a myriad of other publications!*



Contact Blue Martini

To become a Sponsor, contact
Christine Francis, Corporate Event Manager

Cfrancis@BlueMartiniLounge.com

As Always, Visit our website for up to date
information on Blue Martini

www.BlueMartiniLounge.com

Pretty in Pink
BLUE CELEBRATES PINK - OCT. 22, 2011

JOIN US AS BLUE TURNS PINK FOR
OUR 2ND ANNUAL PINK MONTH
AND PINK CELEBRATION PARTY
RAISING MONEY FOR BREAST CANCER
AWARENESS ALL MONTH LONG

CELEBRATORY PINK PARTY
ON OCTOBER 22ND FROM 8-11PM

FEATURING DESIGNER GIVE-AWAYS,
SPA PACKAGES, AND SO MUCH MORE

FUNDRAISER BENEFITTING LOCAL
BREAST CANCER AWARENESS FOUNDATIONS

OCCURRING IN ALL BLUE MARTINI LOCATIONS

Pretty in Pink
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BLUEMARTINILOUNGE.COM

WE ENCOURAGE OUR GUESTS TO DRINK RESPONSIBLY