



MEDIA CONTACTS

DKC

Louise O'Brien/Greta Peters

212-981-5181/5247

Louise_Obrien@dkcnews.com

Greta_Peters@dkcnews.com

YOTEL NEW YORK TRADES IN ITS SIGNATURE PURPLE SIGN FOR SUSAN G. KOMEN GREATER NYC'S CITY IN PINK

Normally purple-hued façade of YOTEL New York will glow pink starting on September 5

New York, NY, September 5, 2012 – YOTEL New York is participating in this year's Susan G. Komen Greater NYC Race for the Cure in a special way. In addition to hosting the official City in Pink reception sponsored by the Greater NYC Affiliate of Susan G. Komen for the Cure®, YOTEL New York will trade in its usual purple neon hue for bright pink on September 5, 2012, through the end of Race Day on Sunday, September 9.

“We were happy to forego our signature purple signage in order to participate in Komen Greater NYC's City in Pink initiative,” said Jo Berrington, Marketing Director of YOTEL. “We hope that our participation in City in Pink – along with the YOTEL New York official team's participation in the Komen Greater NYC Race for the Cure on September 9 – will help to raise awareness for this fine organization and help ensure their continued success in the realm of funding local breast health programs as well as breast cancer research.”

City in Pink is an annual citywide event fostering breast cancer awareness, honoring breast cancer survivors and remembering those who have lost their lives to the disease during which a selection of buildings, stores and landmarks throughout the iconic New York City skyline glow pink during Race Week. To kick it all off, an official City in Pink event is being held at YOTEL New York the evening of September 5 featuring a cocktail reception and silent auction. Donations to the auction include a two-night stay at YOTEL New York.

To further assist the cause, YOTEL New York has created a limited-edition pink water bottle that will be sold at Mission Control on FOUR starting September 5 through October 31. For every \$12 pink water bottle sold, YOTEL will donate 50 percent of the proceeds to the Greater NYC Affiliate of Susan G. Komen Race for the Cure®. In addition, for the same period of time, a special pink dessert will be added to the menu

at Dohyo on FOUR. For every pink dessert sold, YOTEL will donate \$1 to the Greater NYC Affiliate of Susan G. Komen for the Cure®.

About the Greater NYC Affiliate of Susan G. Komen for the Cure

The Komen Greater NYC was founded in 1990 and has raised over \$60 million to date. Komen Greater NYC distributes 75 percent of its net income to fund local community-based breast health education, screening and treatment programs and clinical trials enrollment. The remaining 25 percent funds national research to find the cures. Our grants program supports essential, life-saving services for underserved residents of New York City, Long Island, Westchester and Rockland Counties. Thanks to the success of the Komen Greater NYC Race for the Cure, the Affiliate's largest fundraiser, in 2012 Komen Greater NYC awarded \$4.4 million in grants — \$3.0 million supporting 34 community-based organizations and three hospitals that provide breast health programs to underserved women and \$1.4 million underwriting peer-reviewed research projects at the national level. For more information, visit www.komennyc.org, or call 212-293-CURE.

About YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL's first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. 'Premium' cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the 'extra' factor there are 19 'First' cabins, some with private outdoor terraces and hot tubs and three 1,100 sqft VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world's first robotic luggage concierge, and 'FOUR' with 20,000 sqft of flexible entertainment space to include 'Dohyo' restaurant, Club Lounge surrounded by private bookable cabins, New York's largest outdoor hotel terrace and Studiyo for meeting, cinema screening and parties. YOTEL New York received its LEED "Gold" Rating from the U.S. Green Building Council in 2012, signifying the hotel's dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol.

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