



MEDIA RELEASE

Deerhurst “Thinks Pink” to Support Local Breast Cancer Services

Huntsville, Ontario | October 24, 2017. Deerhurst is channeling ‘girl power’ from their sold-out Girlfriends Getaway Weekend package to support the Huntsville Hospital's breast cancer services with a “Think Pink” silent auction being promoted to almost 900 resort guests over the November 10 – 12 event.

Inspired by their pink golf carts, which made their debut at the 2017 Golf Fore the Girls tournament, Deerhurst Resort promises to continue to raise funds for the Huntsville Hospital's breast cancer services through their cart rental premium and now at Huntsville's signature event, Girlfriends' Getaway Weekend.

“What could be more appropriate than choosing this insanely popular women's weekend to support an important service for local women?” says Amal Daou, Deerhurst's Director of Conference & Special Events. “The silent auction is also a great opportunity for businesses to showcase their products and services to a full house of guests who definitely make local shopping a must-do during their stay.”

Since the early years of the Huntsville Girlfriends' Getaway, Deerhurst Resort has embraced the town's annual event with programming, parties and live entertainment to attract women from all over the province to Huntsville. The benefits of this influx of tourism go well beyond the resort and its employee base. Busloads of women are shuttled to downtown Huntsville from the resort, contributing to a surge of retail and restaurant sales over the weekend.

“Many of our guests consider GGW (as we call it) the start of the holiday shopping season, just as many locals and cottagers do,” adds Laura Kennedy, Deerhurst's Director of Marketing. “The variety of sophisticated, unique shops that we have here – all in an easy-to-stroll, small town ambience - offers a refreshing change for our out-of-town guests – they love it.”

Now the resort is reaching out to businesses in the area and beyond to donate products or services to the silent auction which will be available for guests to bid on throughout the weekend. The winning bidders will be announced at the “Think Pink” party after the resort's Sass Jordan concert event.

Any interested businesses are invited to contact Amal Daou, Director of Special Events, at adaou@deerhurstresort.com or by phone at 705-789-7113 x 4318.

Photo: Deerhurst team members join Trish Kruusmagi of the Huntsville Hospital Foundation (2nd from left) to launch the resort's Girlfriends' Getaway “Think Pink” silent auction donation drive. From left to right: Rina Hart, Kruusmagi, Jeanne Lajoie, Ainsley Theis, Amal Daou, Deb Hill and Stephanie Penney.