



Immediate release

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## DIAMONDS AND DISGUISES AT CANCER RESEARCH UK'S MASKED PINK ICE BALL

THIS year Cancer Research UK is launching Breast Cancer Awareness Month with the Masked Pink Ice Ball, a glittering, star studded event taking place on Friday 5<sup>th</sup> October at The Waldorf Hilton, London.

This year's event, the fourth in the Pink Ice Ball series, will be held in the hotel's stunning ballroom, featured in the film 'Titanic'. All guests will be invited to set off their black tie attire with a mask of their choice, with a host of elegantly disguised celebrities also expected to attend. The 2005 Pink Ice Ball attracted stars including Dannii Minogue, who read out a special message from sister Kylie, Kirsty Allsopp, Nancy Dell'Olio, Natasha Kaplinsky and Liberty X.

The Pink Ice Ball was the brainchild of Gina Symmons. Gina was diagnosed with breast cancer in 1999, but following chemotherapy, radiotherapy and surgery has successfully overcome the disease. This year, the ball is aiming to raise £100,000 for Cancer Research UK's work to beat cancer.

Gina Symmons said: "The ball has been a fabulous success on all previous occasions. Not only has it been a great night out for all the guests who've supported us, we've also raised a huge amount of money to support Cancer Research UK's life-saving research.

"As both my father and I have had breast cancer, my reasons for starting this event are very personal. However, the fact is that one in three of us will be affected by cancer at some point in our lives, so this is an issue none of us can afford to ignore."

Supermodel and Pink Ice Ball supporter Jodie Kidd said: "The Pink Ice Ball is always an amazing event in terms of the entertainment, venue and guests, but most importantly it raises a staggering amount of money for Cancer Research UK's vital work."

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On arrival at the ball, guests will be greeted by a string quartet. The evening will start with a champagne reception and will include a three-course meal, music provided by Right Said Fred, two main auctions and a fantastic diamond auction. All guests will receive an exclusive goody bag.

Tickets for the evening are on sale now priced at £175. The Masked Pink Ice Ball is sponsored by Montagne Jeunesse, who have developed a brand new pink face mask exclusively for the event.

For more information or to purchase a ticket call the ticketline on 020 7381 1288 or visit [www.thepinkiceball.co.uk](http://www.thepinkiceball.co.uk)

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For media enquiries, please contact Lisa Flanagan or Anna Hilton on 020 7061 8308 / 8314 or, out-of-hours, the duty press officer on 07050 264 059.

### About Cancer Research UK

- Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.
- Cancer Research UK carries out world-class research to improve understanding of the disease and find out how to prevent, diagnose and treat different kinds of cancer.
- Cancer Research UK helps people to understand cancer, the progress that is being made and the choices each person can make.
- Cancer Research UK works in partnership with others to achieve the greatest impact in the global fight against cancer.

For further information about Cancer Research UK or to find out how to support the charity, please call 020 7009 8820 or visit [www.cancerresearchuk.org.uk](http://www.cancerresearchuk.org.uk).