Quetta, October 22, 2019

**Breast Cancer Awareness Session (Pinktober)**Quetta Serena Hotel along with all its associates, committed to spread awareness against breast cancer, observed "Pinktober". The hotel’s staff wore pink badges (a symbolic observance of the month) whereas the entire property was lighted in pink.

Also, the hotel conducted a Breast Cancer Awareness Session headed by Dr. Asma Yousafzai (a well-known researcher in the field of cancer studies) who shared her expertise with our female guests and associates on the subject imparting cognizance amongst them regarding symptoms, causes and prevention of breast cancer. The participants were encouraged to share the information further within their families and friends circle so as to mitigate the ascending ration of the disease in Pakistan

**ABOUT SERENA HOTELS**

Serena Hotels has established itself as one of the world’s leading hospitality brands offering quality accommodation, unique holiday and conference solutions, cultural heritage and adventure tourism. Its collection of 35 unique hotels, resorts, safari lodges and camps, palaces and forts located in East Africa (Kenya, Tanzania, Zanzibar, Rwanda and Uganda), Mozambique and South Asia (Pakistan, Afghanistan and Tajikistan) are in some of the world’s most interesting, enchanting, historic and exotic settings

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