Hard Rock going pink for breast cancer

Hard Rock Lake Tahoe is rocking a propertywide push for Breast Cancer Awareness Month, turning its exterior lights pink and urging employees and guests to join in support of the South Lake Tahoe Cancer League.

Throughout the month, a portion of the proceeds from sales of limited edition “Pinktober” T-shirts, pins, and the Hard Rock’s signature Pink Hard Lemonade drinks will benefit the non-rofit, and guests can also give by purchasing a $50 upgrade to a “Pinktober” room with a lakeside balcony.

Hard Rock employees will be having a breast cancer awareness door decoration competition, as well as making donations in exchange for merchandise and the chance to leave their handprints on a “Love All, Serve All” wall.

Now in its 37th year, the South Lake Tahoe Cancer League is a 100 percent volunteer organization offering no-cost resources – including transportation and limited financial assistance grants – to cancer patients who are in active treatment. All funding for its programs comes from individual and business donations.