



Millennium Hotels Launches “Moments That Matter” for Breast Cancer Awareness Month

Description

This October, Millennium Hotels and Resorts (MHR) is marking Breast Cancer Awareness Month with “**Moments That Matter**”, a partnership with the Breast Cancer Foundation (BCF) Singapore built around an interactive installation, curated afternoon teas and a string of pink-themed food and drink specials across its six Singapore properties.



Threads of Care

At the centre of the campaign is **Threads of Care**, an interactive wall set up in the lobbies of all six MHR properties. Guests and members of the public can pick up a thread at the front desk, write a name and a message of hope on it, then tie it to the installation, building up a collective display of support for people living with or affected by breast cancer. Once a hotel's wall is filled, that property donates S\$1,000 to BCF, turning the gesture into a direct contribution rather than a symbolic one.

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A pink-themed afternoon tea, with a wellness angle

Grand Copthorne Waterfront Hotel Singapore has teamed up with local wellness brand Luli on an afternoon tea set (S\$96 for two) built around pink-hued savoury and sweet bites, including a Balik salmon on pink toast and a Yuzu Prawn Pie Tee. The set opens with a complimentary Traditional Chinese Medicine assessment from AI-powered platform Aiteaic, which recommends a personalised herbal tea from Luli's range. Guests can add on a customised wellness mocktail (S\$12++ for two) or a low-alcohol wellness cocktail (S\$24++ for two), and S\$1 from every set sold goes to BCF.

Watermelon Rosemary Kombucha at earthember, M Hotel Singapore

Pink treats across the other properties

The rest of MHR's Singapore portfolio is running its own pink-themed specials through October, each with a S\$1 donation per item sold going to BCF:

- **M Hotel Singapore** - Watermelon Rosemary Kombucha at earthember, S\$6.
- **M Social Hotel Singapore** - Lion City Sling at Beast and Butterflies, S\$15.
- **Studio M Hotel Singapore** - Strawberry Milkshake at MEMO, S\$8.
- **Orchard Hotel Singapore** - Steamed Prawn Dumplings and Crispy Prawn Cheung Fun at Hua Ting Restaurant, plus Red Madness, Strawberry Punch, Pink Latte and Pink Velvet Cookies at Bar Intermezzo and The Orchard Cafe.
- **Copthorne King's Hotel Singapore** - Nyonya Afternoon Tea Set at Princess Terrace, S\$22++ per pax, 3pm to 5pm.

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“Breast cancer affects not only those living with the condition, but also their families, friends and caregivers who support them through this difficult journey,” said Carolyn Wishnowski, Vice President, Global Branding, Marketing and Loyalty at MHR. “At the heart of Moments that Matter is Millennium Hotels and Resorts’ commitment to bringing our values of care, culture and connection to life.”

Jacob Soo, Chief Executive Officer of the Breast Cancer Foundation, added that awareness only goes so far without action: “We are heartened to see Millennium Hotels and Resorts creating opportunities for the wider community to take part in meaningful ways.” Beyond the guest-facing initiatives, MHR staff across its Singapore properties will also wear pink ribbons throughout October as a visible gesture of solidarity.

The campaign adds to a growing list of hospitality-led causes this year, following similar community pushes covered on [The Orchard Cafe’s recent buffet launch](#) and broader [preventive health initiatives in Singapore](#).

Quick facts:

Campaign: Moments That Matter, in partnership with Breast Cancer Foundation Singapore

Where: All six MHR Singapore properties – Grand Copthorne Waterfront, M Hotel, M Social Hotel, Studio M Hotel, Orchard Hotel and Copthorne King’s Hotel

When: Throughout October 2026

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