THE PENINSULA
HOTELS

9 June 2011

"THE FOREMOST GOOD FORTUNE" BOOK TOUR SUPPORTED BY THE PENINSULA HOTELS' NEW BREAST CANCER AWARENESS CAMPAIGN

Freedom from illness: the foremost good fortune.
Contentment: the foremost wealth.
Dhammapada 15,Buddhist poem translated by Thanissaro Bhikkhu

The Peninsula Hotels will launch a new groupwide breast cancer awareness- and fund-raising initiative later this year to coincide with the global Breast Health Awareness Month in October. As part of this initiative, the three Peninsula hotels in China – Hong Kong, Shanghai and Beijing - are hosting award-winning American author Susan Conley as she embarks on a tour of China this summer to celebrate the launch of her critically acclaimed memoir *The Foremost Good Fortune.*

The Foremost Good Fortune (Knopf 2011) chronicles the journey Susan and her family took in 2007, when they relocated to Beijing for two and a half years. It is a cross-cultural odyssey through contemporary China, an account of the often strange realities of expat life, and a compelling story of motherhood and Susan's experiences with breast cancer – she was diagnosed soon after arriving in Beijing.

The memoir has been receiving significant acclaim since its release in February, 2011. *O, The Oprah Magazine* listed the memoir as a Top Ten Pick for February, *Slate Magazine* chose it as "Book of the Week" in March, and *The Washington Post* called it "a beautiful book about China and cancer and how to be an authentic, courageous human being." Reviewers at many publications including *The Boston Globe*, *The San Francisco Chronicle* and *The Telegraph* (UK), have loudly concurred.

The tour begins with a literary event at the Ullens Center for Contemporary Art in Beijing on June 12th, and then moves through a series of literary lunches, high teas and readings in Beijing, Hong Kong and Shanghai. Events in Hong Kong will benefit The Hong Kong Breast Cancer Foundation, The Peninsula Hong Kong's designated partner.

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About Susan Conley
Susan Conley is an American non-fiction writer, novelist, poet, and creative writing professor based in Portland, Maine in the United States. Her writing has appeared in the *New York Times Magazine*, *The Daily Beast*, *The Paris Review*, *The Harvard Review* and *The North American Review*. After teaching poetry and literature at Emerson College in Boston, she returned to Portland where she co-founded The Telling Room, a non-profit creative writing centre for students ages six to eighteen.

About The Peninsula Hotels
From one hotel, The Peninsula Hotels has grown to encompass nine award-winning properties in Hong Kong, Shanghai, Tokyo, Beijing, New York, Chicago, Beverly Hills, Bangkok and Manila, with The Peninsula Paris opening in 2013. Now as then, all efforts are dedicated to providing luxurious comfort, modern facilities and intuitive technology combined with exceptional, personalised service. The Peninsula Hotels now operates nine luxury hotels with a total of 3,016 rooms in key gateway cities of Asia and the USA.

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Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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