



CROWN BOOSTS SUPPORT FOR BREAST CANCER CARE WA

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23 October, 2025: Crown Perth will co-fund a specialist counsellor for people living with breast cancer, as part of its boosted commitment to Breast Cancer Care WA.

The announcement is part of Crown's support for Breast Cancer Awareness Month, during which \$5 from every high tea sold in the Lobby Lounge at Crown Metropal goes towards support services for survivors. To mark the occasion, Crown Perth opened its doors for dozens of women living with breast cancer for its annual Pink High Tea.

Crown Perth CEO Brian Pereira said the high tea is a highlight of the annual calendar.

"We are immensely proud to help deliver meaningful support through the funding of a counsellor who will support women living with breast cancer"

"It's a special time each year when guests visit for a high tea, knowing their contribution is directly supporting breast cancer survivors."

Breast Cancer Care WA CEO, Max Clarke said proceeds from the high teas directly support the organisations evidence-based Living Well program, which offers a holistic, community-based approach for breast cancer survivors and metastatic clients.

"We are immensely grateful to Crown Perth for their continued and generous support, in particular to co-fund a counsellor."

"For more than two decades, Breast Cancer Care WA has been a vital source of support for individuals and families impacted by breast cancer across Western Australia - offering expert nursing care, counselling, and financial assistance, all at no cost."

The high tea is available from 17 October until 9 November. Reservations are essential and can be made via [Pink Gin High Tea at Lobby Lounge - Crown Perth](#) with places available from 11am to 2pm daily. Crown will donate \$5 for every Pink Gin High Tea purchased to Breast Cancer Care WA.

Guests can enjoy three-tiers of sweet and savory delights, that can be paired with a refreshing Gordon's Pink Gin cocktail, sparkling wine, or flowing tea and coffee.

For more information, please contact:

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