



Patient Recovery Holidays an Important Segment

According to Mountain Whispers, a boutique portfolio of historical homes in the Blue Mountains, the patient and health recovery holidays segment is one that is growing.

Owner Lorraine Allanson says over the past two years, she noticed that a small, but growing number of her guests included cancer and heart disease patients who were looking for a refreshing and soothing change from the city life and hospital rooms during their recovery time.

“Being in an environment that is conducive to a smooth recuperation without the city chaos, noise or pollution is important to many patients who have just gone through major or long-term treatments or surgeries,” says Lorraine. “We’ve had a few cancer patients who’ve come here to switch off and enjoy the fresh air and the calm and peaceful surroundings, allowing their bodies and minds to heal as best they can”.

“While the travel and hospitality industry caters to the masses that largely go on fun-driven holidays, it is equally important to cater to those going on recovery holidays. From my guest bookings, I can safely say this is a growing trend and while it’s not the happiest of topics, it is an important one.

Being affected by cancer (three of her family members were battling the disease, two of whom had passed away and the other is still undergoing treatment), Lorraine has seen firsthand the suffering, pain and loss such diseases cause. She understands the importance of support and creating a comfortable and safe environment not just for those who are recovering, but also for terminally ill patients who want to create special memories with their loved ones.

Apart from providing moral support and special attention to her guests in recovery, Lorraine also supports a variety of research foundations from the Cancer Council to the Children’s Hospital at Westmead. Her latest involvement is with [‘The Weekend to End Women’s Cancer Walk’](#) a cause benefiting The Chris O’Brien Lifehouse at RPA. Registering a team called ‘The Pink Diamonds’, her aim is to raise \$5,000 to go towards the ongoing research for better diagnosis and treatment of the disease.

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About Mountain Whispers

Mountain Whispers is a boutique luxury collection of four historic Blue Mountains homes which have been restored to their former glories by owner, Lorraine Allanson. Lorraine’s vision was to recreate the golden age of the Blue Mountains, providing visitors a taste of the decadent lifestyle of a bygone era.

The Mountain Whispers properties, [Vareenna](#), [Leura Rose](#), [Strawberry Patch](#) and [The Gatsby](#), are AAA 4.5 star rated and have received the T-QUAL accreditation, the Australian Government’s quality benchmark for the tourism industry. The portfolio also won bronze in the five-star luxury accommodation category at the NSW Tourism Awards 2012. For more information, visit www.mountainwhispers.com.au.

The Weekend to End Women's Cancers™

Benefiting



The Chris O'Brien
Lifehouse at RPA



One Weekend CAN CHANGE THE WORLD Join Us

Help me by donating to The Weekend to End Women's Cancers™ benefiting the Chris O'Brien Lifehouse at RPA.

We are on a mission to end all women's cancers. That's why I am participating in The Weekend to End Women's Cancers.

On November 9-10, 2013, I'll be participating in a very special event called The Weekend to End Women's Cancers®. I'll walk approximately 60 kilometres in two days with thousands of other women and men. The proceeds will support breast and gynecologic cancers research, treatment, and services.

I've committed to raising at least \$2,000, but I've set my personal goal at \$5,000, so I need your help. Please help me by making a donation of whatever you feel comfortable with (please note anything over \$2 is tax deductible). Use the link at the bottom of this email to visit my site and make an online donation to support me. Please keep in mind how far I'm walking - and how hard I'll have to train, whilst still managing Mountain Whispers.

I'm walking so far to do something bold about all women's cancers. I hope that you'll share this incredible adventure with me - by supporting me in my fundraising efforts.

Proceeds from The Weekend will support the development of the Chris O'Brien Lifehouse at RPA, a world-class centre that will transform cancer treatment for Australians in an environment thriving on discovery, research, and uncompromising care.

The Weekend is dedicated to making a real difference in the fight to end breast and gynaecological cancer, so even though I'm required to raise a minimum of \$2,000, my goal is to raise much more!

Help me make a REAL DIFFERENCE and SPONSOR ME with a generous donation by visiting endcancer.org.au and clicking on the green "Donate" button.

All donations may be made via: <http://www.endcancer.org.au>

Name: Lorraine Allanson (Team – "The Pink Diamonds")

Participant #: 810518-1

Thank you in advance for your generosity.