

NEW 'BLOOM' IN THE HEART OF THE CAPITAL



As part of a £25 million transformation, leading London hotelier Radisson Edwardian, has announced their four-star deluxe Marlborough Hotel, Bloomsbury, is to be renamed the Radisson Edwardian Bloomsbury Street Hotel from January 2009.

“Bloomsbury has a creative and independent edge and is renowned as a hive for artistic activity,” says Karthik Ramamurthy, General Manager. “Being located on Bloomsbury Street and with the British Museum, Covent Garden and Theatre Land on our doorstep, we felt it only fitting to reflect and celebrate this heritage through our name and new design”.

Paying respect to the literary connection, a whole wall made up of pages from one of Bloomsbury’s most famous exports; Virginia Woolfe’s Mrs Dalloway, now dominates the hotel’s spacious reception area.



Positioned in the heart of London’s creative quarter, the 174-bedroom Radisson Edwardian Bloomsbury Street Hotel, has enjoyed a full body, top-to-toe makeover including the creation of a brand new 7th floor hosting some of the smartest and largest bedrooms and bathrooms in London. The innovative meeting and events suite now boasts 7 sleek spaces including the immense Folio Room (300 capacity) and the very latest HD technology with in-built Blu-Ray and intuitive touch-screen controls.



The beautifully designed spaces provide true five-star luxury at four-star prices providing guests with the same convenient location and high quality service and with all the stylish mod-cons.



Showcasing the culinary craftsmanship of chef Redmond Hayward, the opulent Bloomsbury Street Restaurant also looks set to become one of London’s hottest gastronomic destinations.

“We believe that this fresh “Bloom” offers a ray of light in otherwise gloomy times for London’s tourist industry” says Ramamurthy. “Our transformation proves that we are committed to investing in the capital and providing a luxurious and yet affordable haven for visitors to bustling Bloomsbury”.

The Radisson Edwardian Bloomsbury Street Hotel launches January 2009 with an introductory rate of £139 per room, per night until 30 April.

**Radisson Edwardian Bloomsbury Street Hotel,
9-13 Bloomsbury Street, London, WC1B 3QD**

For reservations please call: +44 (0)20 7636 5601

For more information: www.radissonedwardian.com/bloomsburystreet

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NOTES TO EDITORS:

Spokespeople are available for interviews and the hotel is available for filming and photoshoots

Part of the UK's fastest growing upscale hotel brand, Radisson Edwardian has a collection of 13 individual hotels in unparalleled locations across London and Manchester. While each has its own unique character and independent spirit, all are renowned for a "Yes I Can!" spirit of service, supported by a "100% Guest Satisfaction Guarantee". With design that doesn't compromise on comfort, a commitment to intelligent technology – high-speed wireless is complimentary throughout – and chic restaurants and bars showcasing seasonal British ingredients, Radisson Edwardian offers a stylish, upscale experience at an affordable price.

Radisson Edwardian is one of the UK's largest privately owned hotel groups. Included in the group is The May Fair Hotel, Mayfair (an independent brand), plus a further 11 hotels in London; Radisson Edwardian Heathrow Hotel & Conference Centre, Radisson Edwardian Leicester Square & Radisson Edwardian Hampshire (Leicester Square), Radisson Edwardian Bloomsbury Street & Radisson Edwardian Kenilworth (Bloomsbury), Radisson Edwardian Berkshire & Radisson Edwardian Sussex (Oxford Street), Radisson Edwardian Mountbatten (Covent Garden), Radisson Edwardian Grafton (Tottenham Court Road), Radisson Edwardian Vanderbilt (Kensington), Radisson Edwardian New Providence Wharf (Docklands) and the award winning Radisson Edwardian Manchester Free Trade Hall.

For information on any of our hotels visit the web site www.radissonedwardian.com

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