

## **Step up to the mark and become a ‘Primo’ salsa dancer**

### *Primo Bar to host new salsa nights*

London, 26 July 2010 – Primo Bar launches salsa on the South Bank with Salsa Elegante every Friday night featuring dance lessons and music by Latin legend Roberto Pla and his 10-piece band.

Set in the heart of the buzzing South Bank at the foot of Westminster Bridge, Primo Bar in the new Park Plaza Westminster Bridge hotel is contemporary, vibrant and welcoming – the perfect venue for a great night out.

For those who could use a few pointers before stepping onto the dance floor, Salsa Elegante offers relaxed, fun-filled lessons with professional dance instructor Nathan Brade. Lessons for beginners are offered from 8 pm to 9 pm. Lessons for improvers, intermediate or advanced dancers are from 9 pm to 10 pm.

Then at 10 pm, Roberto Pla and his band take the Primo Bar stage. Known as the ‘Godfather of Salsa’, Roberto Pla’s impressive career has spanned more than four decades. He has toured the globe with not only the greatest names in Latin music, but also with a host of musicians from the pop, rock and jazz genres and includes numerous film, TV and festival performances among his credits.

With its own stage, Primo Bar serves up talented live acts seven nights a week. From Soul to Latin Vibe to Disco/Funk to Live Jukebox, in which guests can ask the band to perform live on request, there’s a choice of music for virtually every taste. Live music begins at 9 pm nightly and on Thursday, Friday and Saturday nights, the party continues with a DJ leading the after-hours party.

For private events, an exclusive private seating area with views to Big Ben and the Houses of Parliament is available by reservation.

Entry to Salsa Elegante is £8 per person, which includes a one-hour dance lesson. The dress code is smart - no trainers or jeans. Nearest tube: Westminster or Waterloo. Information: + 44 (0) 20 7620 7282. Information: [www.primobar.co.uk](http://www.primobar.co.uk)

#### **About Park Plaza Westminster Bridge London**

Located on the vibrant South Bank opposite Big Ben and the Houses of Parliament, Park Plaza Westminster Bridge London is only steps from the city's most iconic attractions including the London Eye, London Aquarium and Royal Festival Hall. Spacious guest rooms, which include 54 suites and penthouses, provide a host of boutique touches alongside thoughtful amenities. Distinctive dining options include Brasserie Joël, Ichi Sushi and Sashimi Bar, espressamente illy coffee bar and for cocktails, the stylish Primo Bar.

**Park Plaza Hotels Limited** is owner, operator and franchisor of hotels in Europe, the Middle East and Africa. The majority of the group's hotels operate under the **Park Plaza Hotels & Resorts** brand (part of Carlson Hotels Worldwide), over which the Group has exclusive rights in 56 countries in EMEA, or **art'otel**, a brand which the company fully owns. Park Plaza Hotels also manage the luxury all-suite **Plaza on the River- Club and Residence, London**.

Through its strategic partnership with Carlson, one of the world's largest travel and hospitality companies, Park Plaza Hotels has access to Carlson's powerful reservation and distribution system, airline partnerships with 20 airlines, loyalty programmes such as **goldpointsplus<sup>SM</sup>** for guests and **Look To Book<sup>®</sup>** for travel agents and cross-selling opportunities.

There are currently over **35 hotels and apart-hotels** and nearly **7,000 rooms** in the Group's portfolio. By the end of 2012, the Group's committed projects and territorial franchise agreements are expected to increase the number of rooms to over **13,000**. Projects under development include Park Plaza Marrakech (2010), Park Plaza Nuremberg (2011), art'otel amsterdam (2011) and art'otel london hoxton (2013).

###

#### **Press Enquiries**

Jennifer Franklin  
PR Manager – Park Plaza Westminster Bridge London  
+44 (0) 207 620 7225  
[jfranklin@pphe.com](mailto:jfranklin@pphe.com)