

## BLOOMIN' BEAUTIFUL BEDROOMS



A fresh bloom of beautiful bedrooms has blossomed in central London with the launch of the new four star deluxe Radisson Edwardian Bloomsbury Street Hotel.

Opening January 2009, the Radisson Edwardian Bloomsbury Street Hotel is offering an exclusive introductory rate of £139 per room, per night until 30 April 2009.



Set in the heart of the city's cultural quarter the Bloomsbury Street is low-key London luxury at its best. Plush, tactile fabrics in calming, muted shades, bespoke furniture, unique objets d'art, Baccharat chandeliers, fine leather headboards, and luxury bed linen all add to the 'special' feel in this 174-bedroom hotel.



Check-in and check-out the luxurious Studio Suite on the newly created 7<sup>th</sup> floor. With stylish wooden flooring - that just aches for some barefoot patter - low vaulted ceiling, sprawling open-plan layout and stunning views over the British Museum's famous dome, you'll feel as though you're in your own city loft apartment. With Oxford Street and Covent Garden on your doorstep there's plenty to keep you entertained, but make sure to leave yourself enough 'room-time' to enjoy the rather retro but really relaxing suspended swing chair!



If you love to lounge, request one of the two King Suites. Individually designed - one in shades of burnt orange and the other in citrus limey yellow - the separate sitting room benefits from incredible natural daylight and yet more fabulous rooftop views. Re-charge on the cosy couches or step into the bedroom and unwind in the lavish freestanding designer bathtub.

Bathrooms here are immense – decorated in warm sand coloured stone, and fitted with giant sized shower-heads (that really work!) and partially sunken baths for easy access; comfort, luxury and style converge at Radisson Edwardian's latest offering.

A tranquil haven from the busy capital the spacious Bloomsbury Street contains:

- 36 Standard double rooms
- 50 Superior Twin & Queen bedrooms
- 85 Deluxe rooms with King Beds
- 3 Luxury Suites

All rooms feature sleek flat screen TVs and complimentary high-speed wireless come as standard

**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](http://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, 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](http://www.radissonedwardian.com)

**For further information, press reviews, test drives and overnights please contact Sarah Priddis, Helen Parker, Joanne Lawless or Ellie Marsh at Mason Williams PR:**

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