



Celebrate the Best of British Film at the May Fair

Hotel hosts Wild Gala Event and puts on cinematic experiences throughout London Film Festival

London, UK – 3rd September 2014: For the sixth consecutive year, the May Fair Hotel is the Official Hotel of the 58th BFI London Film Festival, in partnership with American Express. To celebrate the best of British film, this iconic five star hotel in the heart of Mayfair, will be rolling out the red carpet and offering guests and visitors bespoke, cinematic experiences throughout the two week festival.

During this year's Festival, The May Fair's annual Gala event, on Monday 13th October, will be the European premiere of *Wild*, Starring Academy Award® winner Reese Witherspoon (*Walk the Line*), directed by Jean-Marc Vallée (*Dallas Buyer's Club*) and screenplay by Academy Award® nominated writer Nick Hornby (*An Education*) WILD brings bestselling author Cheryl Strayed's extraordinary adventure to the screen.

After years of reckless behaviour, a heroin addiction and the destruction of her marriage, Strayed (Witherspoon) makes a rash decision. Haunted by memories of her mother Bobbi (Academy Award® nominee Laura Dern) and with absolutely no experience, she sets out to hike more than a thousand miles on the Pacific Crest Trail all on her own. WILD powerfully reveals her terrors and pleasures as she forges ahead on a journey that maddens, strengthens, and ultimately heals her.

The May Fair's reputation as venue of choice for London's private screenings makes it the natural choice as the BFI London Film Festival's Official Hotel. Lavish without being showy, dramatic without compromising on comfort and with service that's attentive yet low-key, the May Fair is the place to be seen during the Festival. Drop into The May Fair Bar to sample their signature May Fair Mojito or soak up the atmosphere in the May Fair's brand new dining offering The May Fair Kitchen.

Keith Iddins, Director of Entertainment at The May Fair, says, "*The May Fair offers a great range of luxury suites, meeting rooms, restaurants and bars, which provide our industry visitors with the perfect space for junkets, photo-shoots, interviews and to enjoy the creative atmosphere so integral to the hotel. The festival brings with it a high level of energy every year.*"



Boasting [an unrivalled collection](#) of London's most stylish suites, bars, restaurants and meeting spaces, The May Fair is the perfect venue for business and pleasure throughout the BFI London Film Festival. Visit <http://www.themayfairhotel.co.uk/bfimf> for more information.

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Please contact EGLMedia@edelman.com if you require further information.

If you have any requirements at any point during the full programme of the BFI London Film Festival, including access to the screening room, private booths, suites for press junkets, or dinner reservations, please contact Keith Iddins on KEITH.IDDINS@themayfairhotel.co.uk.

About The May Fair Hotel

There are 5 star luxury hotels, and then there is The May Fair: an icon of expressive contemporary design, bringing together boutique attention to detail with grand hotel service. A legendary luxury hotel with a glamorous past, The May Fair was first opened by King George V in 1927 and offers over 400 [luxury hotel bedrooms](#), including 12 of the capital's most memorable [hotel suites](#), a discreet [spa](#), a fine-dining [restaurant](#) and the quintessential London [Casino](#). The spirit of surrounding Mayfair is captured beautifully, especially in our destination [May Fair Bar](#), breathtaking [Crystal Room](#) and opulent [Danziger Suite](#), which between them have played host to some of London's most extravagant society events.

Visit the main website at www.themayfairhotel.co.uk, and www.themayfairsuites.com for more information on the suites collection at The May Fair Hotel.

Join us on [Facebook](#), [YouTube](#) and @TheMayFairHotel on [Twitter](#). Our latest news can also be found at www.themayfairhotel.co.uk/blog



About the BFI

The BFI is the lead organisation for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI London Film Festival

BFI London Film Festival is Britain's leading film event and one of the world's best film festivals. It introduces the finest new British and international films to an expanding London and UK-wide audience and attracts significant international film industry participation. LFF is a compelling combination of red carpet glamour, friendly audiences and vibrant exchange. LFF provides an essential profiling opportunity for films seeking global success; promotes the careers of British and international filmmakers through its industry and awards programmes and positions London as the world's leading creative city.

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