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MAY FAIR CONFIRMS STARRING ROLE FOR THE 56TH BFI LONDON FILM FESTIVAL IN PARTNERSHIP WITH AMERICAN EXPRESS



The [May Fair Hotel](#), London, plays a starring role in the 56th BFI [London Film Festival](#) in partnership with American Express, confirming it will be the **official hotel partner** for the 4th consecutive year. The [luxury London hotel](#) will be celebrating the two-week festival (10-21 October 2012) with a **gala film event** on 19th October showing Paul Andrew Williams's uplifting drama and 'one to watch'; **Song For Marion**, plus a series of May Fair *movie moments*.

Song For Marion, which was recently selected to close the Toronto Film Festival, is a charming film in which Gemma Arterton plays a young woman who runs a music school. Vanessa Redgrave plays an ailing elderly woman with a great love of life who is one of her students. Terence Stamp plays Vanessa's grumpy husband. A heart warming and joyful film about love, loss and self-discovery.

The May Fair Hotel, which has been **synonymous with the film industry** since the 1950's when it was owned by film impresarios, the American Danziger Brothers (founders of Elstree Studios), is home to [London's largest private theatre/cinema](#) accommodating 201 guests within luxurious surroundings and providing the very latest, cutting edge technology.

Director of Marketing For The May Fair Hotel, Linda Plant said: "Extending our relationship and activities with the BFI reinforces our position as THE film [hotel in London](#). With our hi-tech, hi-spec facilities we are seen by the industry as a natural partner for new works, film launches, press junkets, screenings and general entertainment."

Said **Clare Stewart, Artistic Director of the BFI Festivals** "The [May Fair Hotel](#) are great supporters of the film and entertainment industry and once again we will have a choice of excellent spaces for parties, first class suites for our VIPs and access to one of London's largest and best-equipped private cinemas."

Also headlining at the May Fair during the London Film Festival:

- **May Fair Window Screens** - the hotel's windows will be transformed into mini cinema screens showing highlights of the BFI London Film Festival.
- **May Fair Bar Movie Moments** – preferred haunt of celebrities, film and rock stars when in London, the May Fair Bar has designed a cast of film-inspired cocktails.
- **Posh Pick n Mix** - what movie moment wouldn't be complete without sweet treats? During the London Film Festival, the May Fair will be serving complimentary posh pick and mix in the form of mini sweet and savoury marshmallows and miniature toffee apples to guests.

The 56th BFI [London Film Festival](#), in partnership with American Express runs from October 10th – 21st.

-ENDS-

The May Fair Bar
The May Fair Hotel, □
Stratton Street, □
London, □
W1J 8LT, □
United Kingdom

About The May Fair:

Situated in the heart of the Mayfair village, the May Fair Hotel has been a by-word for elegance and style since the twenties.

The May Fair (www.themayfairhotel.co.uk), first opened by King George V in 1927 and once owned by the filmmaking Danziger Brothers, is the official hotel for London Fashion Week and the BFI London Film Festival, in partnership with American Express. It has also been recognised for having “The Best Hotel Bar in London,” by *The Evening Standard* and has been awarded Cool Brand status in 2010, 2011 and 2012.

The 404-room, West End hotel has hosted countless celebrities, heads of state, world leaders and cultural icons throughout its storied history. The hotel features The May Fair Bar; Silvena Rowe's Quince restaurant; The Cigar Room, 8 signature suites; a private VIP entrance; extraordinary banquet facilities, including the largest private theatre in London and the largest Baccarat chandelier in Europe; the world-class May Fair Spa; rooftop penthouse with 180° views of London; and a superlative staff attuned to the needs of the most discerning guest.

For more information visit www.themayfairhotel.co.uk or follow us on <http://twitter.com/themayfairhotel> or <http://www.youtube.com/themayfairhotel>