

# THE MAY FAIR

## LONDON

### CONTACT

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## THE MAY FAIR: PLAYGROUND TO THE STARS BECOMES FANTASY CAR PARK

***As The May Fair hotel hosts the launch of the world's most glamorous supercar rally***



[Luxury London hotel](#), **The May Fair** is the official partner and the launch pad for the **Dodgeball Winter Rally 2012**. This invitation only, supercar road trip will leave The May Fair on the morning of Thursday 1<sup>st</sup> March, taking in some of Europe's most impressive roads and luxury locations on its way.

The May Fair; one of the landmarks that has distinguished London for generations and a playground for the affluent and well-connected, will host the ultimate fantasy car starters grid directly outside of the hotel. Some of the world's finest cars will be showcased, including the brand new McLaren MP4-12C and Ferrari 458.

With the final destination point being stylish Swiss ski resort, Verbier, the multi-million pound supercars will set off on this exclusive expedition, from The May Fair hotel, at 9am on Thursday 1

March. Onwards to Pontoise, just outside Paris, to test fly fighter jets at the Pontoise private jet airport. The next day the group will head south to the Magny Cours Formula One circuit, where they will race the cars around the tracks, then on to a sleepy chateaux in Burgundy. The final day and it's off to the mountains of Switzerland. On the way they will stop at a luxury watch factory in Loiseau to see the world's most expensive watch being handmade, before revving off to the rally finish line in Verbier, where they will celebrate with a lavish party at the top of a mountain.

Said founder of Dodgeball Rally and CEO at GP Management, Jonny Dodge, "We're looking forward to seeing this amazing line up in the heart of Mayfair, and to announce our partnership with The May Fair Hotel, I think it's fits very well with our brand. If it's happening in London, it's happening at The May Fair!"

The May Fair's General Manager, Anthony Lee commented "We've long been associated with high profile events, across the music, fashion and film industries - but we're really looking forward to supporting the 2012 Dodgeball Winter Rally and providing a showcase for the stunning cars, which will be arriving at the hotel ready for the tour. It's also a wonderful opportunity for the public to witness such a rare collection of cars in central London."

The Dodgeball Winter Rally cars will arrive on the evening of Wednesday 29 February and depart on Thursday 1<sup>st</sup> March at 9am. For more information visit [www.themayfairhotel.co.uk](http://www.themayfairhotel.co.uk)

- ENDS -

**NOTES TO EDITORS:**

**PHOTOCALL: Thursday 1<sup>st</sup> March at 8.30am**

**INTERVIEW OPPORTUNITY: With May Fair spokesperson and/or Jonny Dodge**

**PRESS REVIEWS/PLACES AVAILABLE UPON REQUEST**

- Situated in the heart of the Mayfair village, the May Fair Hotel ([www.themayfairhotel.co.uk](http://www.themayfairhotel.co.uk)) has been a by-word for elegance and style since it was opened by King George V. Once owned by the filmmaking Danziger Brothers, it is the official hotel of London Fashion Week (5<sup>th</sup> year running) and the official hotel of the 55<sup>th</sup> BFI London Film Festival, in partnership with American Express (4<sup>th</sup> year running). It has been recognised as being "the Best Hotel Bar in London" (Evening Standard) and awarded Cool Brands status in 2010 and 2011 (2<sup>nd</sup> year running).
- Quince's menu is heavily inspired by Rowe's award-winning cookbook "Purple Citrus & Sweet Perfume". Her latest book is Orient Express released 3<sup>rd</sup> May 2011
- Silvena was the food consultant on David Cronenberg's 2007 film Eastern Promises, starring Viggo Mortensen
- Silvena Rowe makes regular appearances on television including BBC Saturday Kitchen and ITV This Morning. She has appeared as a judge and mentor on BBC Young Chef of the Year.



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

For further information on the Dodgeball Winter Rally 2012 please visit [www.dodgeballrally.com](http://www.dodgeballrally.com)