

SPONSORSHIP PRESS RELEASE

**SOFITEL STRIKES A CHORD - AND A SPONSORSHIP
ARRANGEMENT- WITH THE AUSTRALIAN WORLD ORCHESTRA**

Monday 6 JUNE 2011: Sofitel Sydney Wentworth has become the official hotel sponsor of the Australian World Orchestra (AWO).

Under the new sponsorship agreement Sofitel will assist with accommodation and facilities to host members and AWO partners when visiting Sydney.

Sofitel Sydney Wentworth's General Manager Marc Cherrier says the AWO is one of the most exciting projects in the recent history of Australian classical music.

"This project will unite the nation's finest musicians from various overseas locations for the first time this August to create one electrifying orchestra experience for musical lovers.

"Sofitel's strategy as an ambassador of the arts is to broaden horizons and deepen our commitment to artists, performers and musicians, so this is yet another string to our cultural bow.

"We're delighted to welcome the AWO the Sofitel family and provide a home away from home for its nomadic musicians when they make the pilgrimage back to Australia and Sydney to perform."

The AWO features 90 musicians who currently play in 45 of the world's best loved orchestras. The all-Australian orchestra plans to perform three to four concerts on a biennial basis, thus creating a huge celebration of proud and talented composers, conductors, soloists and musicians.

Sofitel's sponsorship will formally commence when the AWO comes together to perform four concerts between August 26-29 at the Sydney Opera House and Riverside Theatre, Parramatta.

For its inaugural performance, Australian players spread between Berlin and Chicago, Vienna and Hong Kong, London and other classical hotspots will come together.

Sofitel Sydney Wentworth is offering limited packages for orchestral fans who wish to stay in style capture the AWO live at the Sydney Opera House on the 26th, 27th and 28th of August.

The package features one-night accommodation in a Luxury King room with access to the hotel's prestigious *Club Sofitel* lounge, breakfast for two in Garden Court Restaurant plus two premium tickets to the Australian World Orchestra. The package is priced from \$765 per couple.



Guests will be able to enjoy pre-performance drinks and canapés in the hotel's Club Sofitel at their leisure and at no extra charge. To make a booking visit www.sofitelsydneywentworth.com or email

In the spirit of Sofitel's French inspired l'art de vivre, Sofitel Sydney Wentworth has more than ten different arts and music sponsorships in place, including the Art Gallery of NSW and the Archibald Artists luncheon. Sofitel is also the official hotel partner for the Biennale of Sydney, Art Month, the Sydney French Film Festival and numerous musicals and theatre productions, including current Broadway sensation Jersey Boys.

Sofitel Luxury Hotels has created its own series of arts events that honour its French heritage through literature, gastronomy, fashion and music. Sofitel Sydney Wentworth is currently hosting a photography exhibition titled Fashion Stills, created in collaboration with the Polka Galerie in Paris exclusively for Sofitel. Sydney is part of a 13-city worldwide tour which launched at the Sofitel Paris Le Faubourg in 2009. A parallel exhibition titled On-set / Off-set has also been launched by Sofitel in Europe, starting in Brussels with a view to travel across the old Continent throughout 2011.

For more information visit www.australianworldorchestra.com.au.

For information on Sofitel Luxury Hotels and its commitment to the arts, visit www.sofitel.com

Sofitel, World Class Hotels & French Elegance

Sofitel is the only French luxury hotel brand with a presence on five continents with 130 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

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