

SOFITEL SAYS 'PLEASE DON'T STOP THE MUSIC'!

SOFITEL LUXURY HOTELS CELEBRATE *FETE DE LA MUSIQUE* ON JUNE 21



Captions: IMAGE 1 Sofitel Queenstown Hotel & Spa; IMAGE 2 Sofitel's Sydney's entertainment *C'est si Bon*;

IMAGE 3 Marissa of the Moulin Rouge at Sofitel Gold Coast; IMAGE 4 Sofitel Brisbane's entertainment *Gamble et' Kitt*; IMAGE 5 Sofitel Fiji's local warriors and *lali drum*.

27 May 2011: Every Sofitel address across the world will serve as an ambassador of music and all things French on Tuesday the 21st of June as part of **Fête de la Musique** – a global appreciation of all things melodic and musical.

Fête de la Musique is an annual festival held on the same day in cities all over the world, promoting free music from local amateur artists and professional performers.

Born in France in 1982, the event and has since taken place every June 21 to coincide with the first day of summer in the northern hemisphere. It soon travelled abroad and has since become a uniting highlight, and a natural 'link' for Sofitel – the world only inherently French hotel brand – and its network of 120 hotels and resorts across the globe

Sofitel hotels on the five continents, from Paris to Washington, and on to Melbourne, Buenos Aires and Marrakech will be joining the party and blending French elegance with the finest features of the local culture as part of this year's celebration.

In the Pacific, Sofitel's hotels and resorts will interpret **Fête de la Musique** in their own original way with live bands, cocktails and evening soirees.

❖ **Sofitel Gold Coast Broadbeach - Magnifique Moulin Rouge!**

Moulin Rouge comes to Sofitel's *Room 81* bar and restaurant for an evening of dining and entertainment, French style. Starting at 5.30pm and priced at A\$55 per person, guests will receive a glass of prosecco sparkling wine on arrival, a delicious two-course dinner with live entertainment courtesy of Former *Moulin Rouge* star Marissa Burgess. (See image attached)

❖ **Sofitel Brisbane Central – Burlesque and French Gypsy Jazz**

Burlesque and French Gypsy jazz will set the tone at Sofitel Brisbane Central on June 1st. From 4pm *Cuvee Lounge Bar* and the grand Sofitel lobby will play music by French inspired *Gamble et' Kitt*. The fiery red head is sure to mesmerise guests with her double bass and violin performances, and will no doubt catch a few admiring eyes with her stunning burlesque charm. Guests of Sofitel's *Thyme2* Interactive Restaurant can enjoy the sounds of *Paris Dreaming*, a popular French Gypsy jazz duo, from 7.00pm until 9.00pm. (See image attached)

❖ **Sofitel Sydney Wentworth – So Vintage, C'est si Bon**

Extending its *Fête de la Musique* celebration to last the entire week, Sofitel Sydney Wentworth has taken a vintage approach to this year's event. Old black and white images will be projected around the hotel's chic lobby lounge bar each evening from 5pm-7pm while French jazz band *C'est si Bon* will perform the

songs of famed artists of bygone eras including Edith Piaf and Yves Montand. Sofitel's classic signature *SO French Martini* will be offered at the special price of A\$14. (See image attached)

❖ **Sofitel Melbourne On Collins – Retro Rhythms and Fashionable Fundraising**

Fete de la Musique will coincide Sofitel's 12th 'Eat Street' event this year, set to attract hundreds of people for a night of music, food and fashion. This year's event will be themed 'retro' as the hotel welcomes Australia's leading musicians, chefs, fashion designers and celebrities as they join forces for Sofitel's annual night of giving to raise funds for the Australian Childhood Foundation.

❖ **Sofitel Fiji Resort & Spa – Breeze in for 'Fiesta de la Sofitel'**

For a tropical twist, Sofitel Fiji Resort & Spa will hold its "*Fiesta de la Sofitel*" at *Breeze Bar* on Tuesday the 21st of June with Latin inspired music and tapas style appetizers. Fiji's popular *Cool Corners* band will play acoustic music between 6 and 7pm.

❖ **Sofitel Queenstown Hotel & Spa – Steinaway to strike a sophisticated key**

An antique Steinway piano that graces the foyer of this hotel will be the centerpiece for three musical performances a day at the Sofitel in Queenstown. Located outside the hotel's charming alpine sidewalk café *Left Bank*, the Steinway will send out soothing and sophisticated jazz at breakfast, lunch and dinner for a luxe sound and *Fête de la Musique* celebration.

❖ **Sofitel Tahiti Maeva Beach and Sofitel Bora Bora Marara Beach Resort – Rock 'n Lounge....**

The Pacific will pulse with a sensational soiree from 6pm at the Sofitel in Tahiti, showcasing local rock bands including *Randomize*, *Te Pepena*, *Nanovai & Paradise Plaza*, and jazz group, *Rossoni*. On Bora Bora, more than 15 artists will play on the resort's pool deck including lounge music specialist, DJ "*Trent Nox*".

ENDS

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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