



## Heart of London Business Alliance - WOW Privilege Card Update April 2010

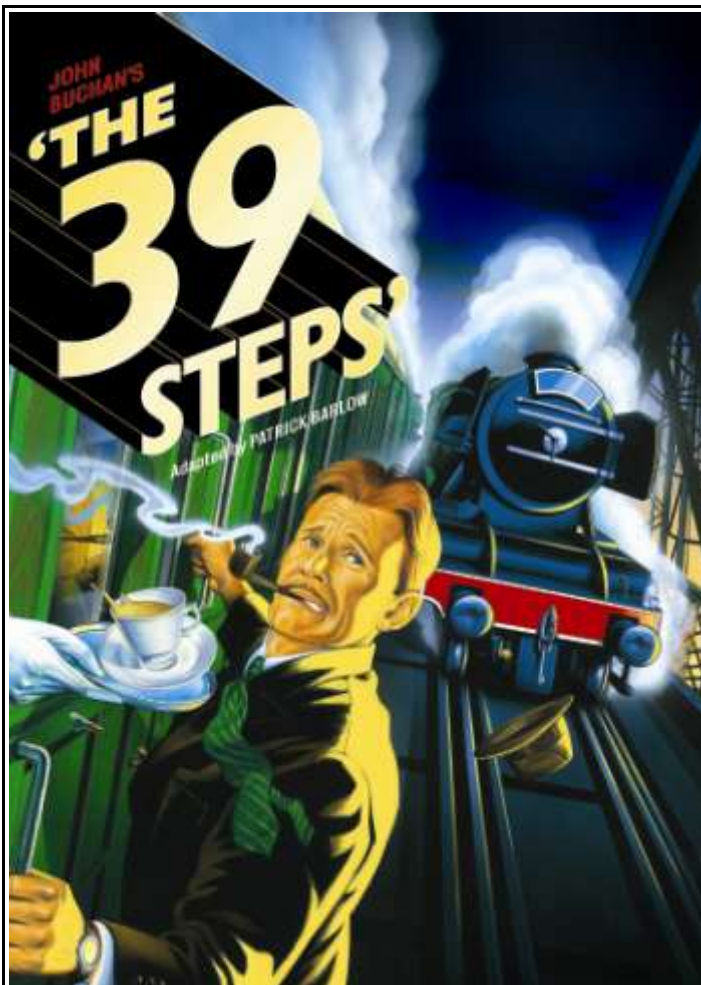
The WOW Privilege Card now offers you a total of 40 exclusive deals, promotions and opportunities on shopping, food, leisure and entertainment.

Got a WOW Card but haven't registered it yet? Please do so by clicking [HERE](#) - it takes just seconds!

We value your feedback and suggestions - email [info@heartoflondonbid.co.uk](mailto:info@heartoflondonbid.co.uk)

# NEW OFFERS THIS MONTH

Please click the images for full details on terms and conditions.



The 39 Steps  
Criterion Theatre, Piccadilly Circus  
2-for-1 on top price tickets

For all Monday-Thursday performances  
from 19th April - 27th May 2010

To book tickets, call the Box Office on  
0844 847 1778 and quote:  
**'Heart of London offer'**

THE 39 STEPS – memorably filmed by Alfred Hitchcock in 1935 – continues its sensational run at the Criterion Theatre as a hilarious comedy.

Literally nothing has been cut from this spectacular version of this spell-binding thriller. With four actors playing a minimum of 139 (!) roles, Laurence Olivier Award winner of Best New Comedy, The 39 Steps continues to be a formidable theatrical tour de force.

Offer is subject to availability and cannot be used retrospectively or in conjunction with any other offer. Booking fee may apply.

# THE CASINO AT THE EMPIRE

## 50% off food at Flame Restaurant

Visit Flame restaurant at The Casino at the Empire for a taste of modern European cuisine.

Flame serves a delectable selection of popular European dishes. Sourcing fresh meat and fish, as well as lighter alternatives such as soups and salads to cater to any appetite and budget.

Call 0203 014 1000 for further details or email [events@thecasinoqs.com](mailto:events@thecasinoqs.com) to make a booking. Opening hours are Tuesday-Saturday, 6pm-11pm.

### Terms & Conditions:

- The new offer is 50% discount on your food bill at Flame restaurant only
- Offer valid up to two guests
- Offer is valid on food orders only and does not include beverages
- Please present your WOW Card upon arrival

Please note that you must be over 18 years old to enter the venue. Valid ID required on the door.  
Address: 5 Leicester Square, London, WC2H 7NA  
Telephone: 020 3014 1000



# Orchid

5% off any unlimited package venue hire with a booking of 300 guests or more

or

a free welcome drink to bookings of 250 or more

Orchid is only available for private hire but is a perfect 'blank canvas' venue for press launches, Premieres, award ceremonies, concerts, conferences, exhibitions, parties, screenings, fashion shows, auditions & filming.

**[Click here to download Orchid's full event brochure](#)**

Call 020 7297 3200 for further details or email [events@orchidlondon.com](mailto:events@orchidlondon.com) to make a booking.  
(Please quote 'WOW Card Offer')

Please note booking must be made at least 30 days before the event and paid for in advance.

Address: 13 Coventry Street, London, W1D 7DH



Please continue to scroll down for the full list of WOW card offers  
(listed alphabetically)



- American Express:
- Special rates on currency and Travellers Cheques
  - 5% off most package holidays



- Angus Steak Houses:
- Buy one meal get one FREE
  - No restrictions on when available



- Bella Italia:
- 15% off food
  - Offer valid Monday-Thursday



- Bloomsbury Street Bar & Restaurant:
- 50% off food
  - Offer valid Monday-Saturday, for groups of four or less



- Boots Piccadilly Circus:
- Free skincare consultation
  - Free eye-shadow palette with any purchase from No7 range



- The Casino at the Empire:
- 50% off food at Flame Restaurant



- China City:
- 20% off food
  - No restrictions on when available



- Cineworld:
- Cinema tickets at student rates
  - Applies to Trocadero and Haymarket cinemas at any times



- Cinnabon:
- Get a free tea or coffee for each large roll purchased



- The Comedy Store:
- £5 off entry to Tuesday, Wednesday, Friday (Midnight) and Sunday shows



- Creation Bar and Restaurant:
- 20% off food
  - No restrictions on when available



- The Crystal Rooms:
- £3 of free play
  - Available on any machine



**Dial Bar & Restaurant:**

- 50% off food
- Offer valid Monday-Saturday, for groups of four or less



**Ed's Easy Diner:**

- 20% off your breakfast menu
- Offer valid 7 days per week, 10am-11.30am



**Empire Leicester Square:**

- Cinema tickets at student rates
- No restrictions on when available



**Funland:**

- £2 off the standard rate for a bowling game
- No restrictions on when available



**G Casino Piccadilly:**

- 25% off food and soft drinks
- Valid for parties of up to 6 people



**HMV presents Gamerbase:**

- 25% off console hire
- No restrictions on when available



**Häagen-Dazs:**

- 15% off total restaurant bill when purchasing a minimum of 2 creations priced at £7.10



**Hamburger +:**

- Buy one meal get one FREE
- No restrictions on when available



**Hampshire Hotel Bar & Restaurant:**

- 50% off food
- Offer valid Monday-Thursday, for groups of four or less



**L.A. Fitness Piccadilly**

- 30% off gym membership
- Free upgrade to access all LA Fitness clubs across the UK



**Leicester Sq. Hotel Bar & Restaurant:**

- 50% off food
- Offer valid Monday-Thursday, for groups of four or less



**McDonalds Leicester Sq & Shaftesbury Ave**

- Big Mac, Filet-O-Fish or McChicken Sandwich and Medium Fries for £1.99



**Mermaids Tail:**

- Buy one meal get one FREE
- No restrictions on when available



**Metra:**

- Free entry Sunday-Thursday, except Bank Holidays, New Years Eve or private parties



**The Moon Under Water:**

- 20% off food at Leicester Sq pub
- No restrictions on when available



**Nuffield Health Fitness**

- Free 3-day trial
- Free in-depth health MOT
- Free personal training session



**Pizza Express Haymarket:**

- Buy two main courses and get the cheapest free
- Applies to eat in or take away



**Planet Hollywood London:**

- 20% off food, drinks and merchandise
- 10% off Christmas parties



**Rainforest Cafe:**

- 15% off final food bill for parties of up to six people



**Ripley's Believe It or Not!:**

- £5 off adult tickets
- **£2.50 off children's tickets**
- Save £18.80 on a family ticket



**Sound London:**

- Free entry Monday-Thursday
- Free entry before 10pm Friday & Saturday, 2-for-1 after 10pm



**Squares at the Royal Trafalgar:**

- 50% off food from Squares a la carte menu



**Streetcar for Business:**

- 50% off annual membership
- £75 free driving credit
- 2 free membership cards



**Yates's Leicester Square:**

- Buy one meal get one FREE
- No restrictions on when available



## City of Westminster

### CAR CLUB

Westminster Car Club:

- 50% off annual membership
- £25 in free driving credit

If you have any difficulty redeeming these offers, please let us know so we can resolve the issue for future use.

Further offers will be added so please keep visiting [www.heartoflondonbid.co.uk](http://www.heartoflondonbid.co.uk) for the latest information.



**Heart of London Business Alliance**  
**The Business Improvement District**

A British BIDs accredited organisation