



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

The WOW Privilege Card now offers you a total of 38 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.



**Boots**

**feel good**



**N°7**

**Boots Piccadilly Circus**  
London W1R 5PL

The Boots No7 Team at Piccadilly Circus invite you to have a complimentary skincare and makeup consultation

**Prepare to be 'Lifted & Luminated' with Boots new** skincare and foundation range!

Following your appointment, and with any purchase from the No7 range, you will receive an eye-shadow palette, worth £14, which is in addition to any current promotion

To book your 25 minute appointment, please call the No7 team on 020 7734 6126

This offer is exclusive to WOW Privilege Card holders!

- This offer cannot be used in conjunction with any other promotion or offer
- Offer only available at Boots Piccadilly Circus branch at 44-46 Regent Street
- Offer subject to availability
- Your WOW Privilege Card must be presented on arrival



# THE CRYSTAL ROOMS

7-9 Cranbourn Street  
London WC2H 7AG

Free £3 play for all  
WOW Card holders

Introducing London's Iconic slot casino.

**Set In the very heart of London's Theatreland, you'll discover an exciting entertainment alternative.**

The Crystal Rooms in Leicester Square offers the very latest slot gaming with the city's greatest variety of poker, roulette and redemption machines in superb surroundings. Enjoy 'free play' promotions, hot and cold refreshments and above all, real service with a friendly smile. Make your visit to London so much more rewarding and experience The Crystal Rooms.

The offer of £3 of free play is available on any machine on production of a valid WOW Privilege Card

Please note: offer is limited to one per customer per day



Opening Times:  
Monday - Thursday 9am- 1am  
Friday / Saturday 9am - 2am  
Sunday: 10am - 1am



Miss Polly Rae:  
The All New Hurly Burly Show  
Leicester Square Theatre  
23rd-28th February 2010

Attend the opening night for only £15!

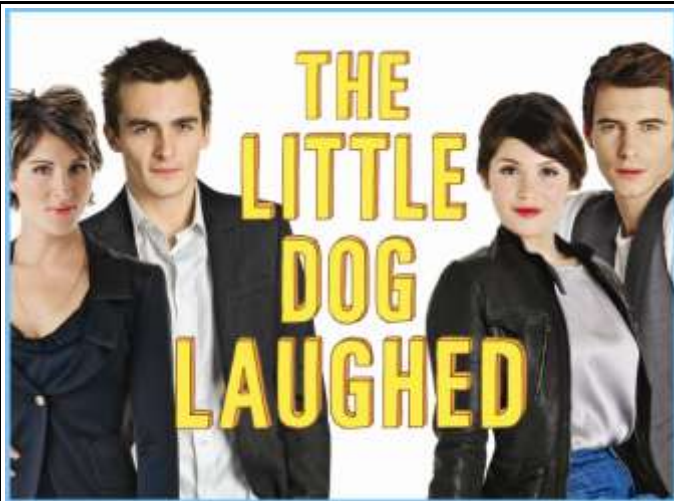
To book tickets, call the Box Office on  
**0844 847 2475 and quote 'WOW Cardholders'**

February 2010 will see the UK burlesque sensation Miss Polly Rae revolutionise the scene by taking burlesque away from small stage cabaret and onto the stage at the Leicester Square Theatre.

Mistress of the burlesque, Miss Polly Rae and her Hurly Burly Girlys will set a new standard in performance with the ultimate sensuous and risqué show. Miss Polly Rae will give her own definitive performance - singing live - an exceptional marriage of vocal talent and burlesque art.

Directed by William Baker, with musical direction from Steve Anderson, the show is set to be a multi-performance extravaganza and a first for the West End theatre-going audience.

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



## The Little Dog Laughed Garrick Theatre, Charing Cross Rd

Top price tickets for just £20.00  
(usually £47.00!)

For all Monday-Wednesday performances  
until 10th February 2009

To book tickets, call the Box Office on  
0844 412 4662 **and quote 'WOW Cardholders'**

With Tamsin Greig, Gemma Arterton, Rupert Friend and Harry Lloyd.

Rising film star, Mitchell Green, is every girl's fantasy and soon to become a household name, thanks to his devilish agent Diane.  
With Mitchell on the brink of superstardom, Diane encounters one teensy-weensy obstacle –  
**she can't seem to keep her leading man in the closet...**

**With Mitchell's new 'friend' Alex on the scene, and Alex's beautiful girlfriend Ellen (yes, he has a girlfriend!) causing a drama** of her own, what lengths will Mitchell go to play the part? And will there be a Hollywood ending when the final credits role?

**See Broadway's hilarious comedy, *The Little Dog Laughed*, about the superficial world of show business and the game-playing of the movie industry.**

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

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



The Casino at the Empire:

- 20% off your food and drink bill
- No membership required



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



**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



**Pizza Express Haymarket:**

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



**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



- 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



**City of Westminster**  
**CAR CLUB**

- Westminster Car Club:
- 50% off annual membership
  - £25 in free driving credit



- Yates's Leicester Square:
- Buy one meal get one FREE
  - No restrictions on when available

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

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