



Heart of London Business Alliance - WOW Privilege Card Update July 2010

The WOW Privilege Card now offers you a total of 42 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

5 NEW OFFERS THIS MONTH!

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

	<p>Half-price tickets for Just the Tonic at Leicester Square Theatre</p> <p>Every Friday and Saturday Night</p> <p>Tickets usually £10-£15 each!</p>
<p>Now with a permanent London home, this comedy 'superclub' (<i>Time Out</i>) provides high quality line-ups in London's West End, housed in the fabulous Leicester Square Theatre, with comfortable cinema style seating and two bars in the performance room (at pub prices). In the first few months of being in London, Just the Tonic featured Sean Lock, Noel Fielding, Tim Vine, Dave Gorman, Josie Long, Phil Kay, Phil Nichol, Lee Mack, Richard Herring and many more. Over the next few months, why not check out Stewart Lee, Adam Bloom, Nina Conti, Ian Cognito, Will Smith and the occasional very special mystery guest?!</p> <p>Click here to book online - click the dates and enter the code 'WOW' to apply discount</p> <p>Alternatively, visit the Leicester Square Theatre box office at 6 Leicester Place and present your WOW Card!</p> <p>"As fine a night as you're likely to find on the circuit" (<i>Sunday Times</i>) "One of London's best comedy nights" (<i>London Lite</i>) "The best comedy club in the country" (<i>Johnny Vegas</i>)</p>	



Romeo and Juliet

Leicester Square Theatre
6 Leicester Place

2-for-1 ticket offer - get
top price tickets for £10

For all performances
Until 11th July 2010

In 1938, Mussolini passed the Race Laws, forbidding Italians to marry Jews. The young Romeo lives in fear under the shadow of Italy's Fascist rule. Count Capulet, militant member of Mussolini's secret police, finds out his daughter, Juliet, is determined to **defy the Race Laws**. **Ruby In The Dust** add a new twist to Shakespeare's classic tale of two "star-cross'd" lovers, with an atmospheric and provocative staging getting to the real essence of the tragedy, underscored with evocative, live, original music.

Call Leicester Square Theatre box office on 0844 847 2475 - **quote 'WOW' to get half price tickets!**
Alternatively, visit the Leicester Square Theatre box office in person and present your WOW Card.

"Astonishingly well and cleanly staged... frankly wonderful" (*The Times*)

"A fast paced and exciting show" (*The London Magazine*)

"Central performances so heartfelt and fresh... a whirlwind paced production that never lets up" (*Time Out*)



STREETCAR FOR BUSINESS

Half price membership
(save £49.50) plus £100
of free driving credit

Streetcar provides over 2,000 businesses with fast, easy access to a network of vehicles parked across London and other UK cities. With a Streetcar account, employees can book cars and vans by the hour and unlock them 24/7 using a smartcard.

As the account owner, your life is easier too, with less time and money spent on expensed taxi fares, private mileage and car hire. And unlike fleet and pool cars, there are no risks and no fixed costs. Streetcar's fleet of new BMWs and VWs are checked regularly, fully insured and yours for a low hourly or daily rate.

As a WOW Privilege Card holder you can save 50% on membership fees when you open a Streetcar account for just £49.50, plus get £100 of free driving to get you and your employees started!

To open an account, just call Streetcar for Business on 0203 004 7816 and quote 'Heart of London'.

It only takes a few minutes, and your business could be on the road with Streetcar today!

THE CHANGE GROUP

Save £££s on your personal or professional travel money

The Change Group now provides WOW Privilege Card holders with a VIP service!

Discounted rates and 0% commission on all foreign currency purchases or sales to all WOW Card holders
GUARANTEED to beat banks, post office, travel agents and M&S!

To take advantage of this offer please present your WOW Card to one of the following branches:

- London Trocadero, 13 Coventry Street (Tel: 020 7734 2875)
 - Just across the road at 37-38 Coventry Street
 - 35 Charing Cross Road



Wolfboy

Trafalgar Studio 2
Whitehall, London SW1A 2DY

Free Programme
for WOW Card holders

For all Monday-Thursday performances
until 15th July 2010

Book tickets to see Wolfboy for £25 and get a free programme, call 0844 871 7632 and quote
'Heart of London offer'.

Wolfboy is a dark and disturbing tale of two troubled teenage boys locked in an asylum for their own good. Bernie has attempted suicide; David may or may not have the powers of a wolf. For them the outside world is a frightening place of abuse and violence. **Bernie's brother Christian and Cherry the young nurse on the unit,** also hide secrets that surface in the night, when the moon is full.

Starring Daniel Boys ('Avenue Q'), Emma Rigby ('Hollyoaks'), Paul Holowaty, and Gregg Lowe, who starred with Nicholas Hoult in the sold-out production of 'New Boy'.

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 Hay-market 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:

- 2-for-1 ticket offer
- Any Monday - Thursday ticket
- Offer valid until 15th July 2010



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



Mermaids Tail:

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



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



L.A. Fitness Piccadilly

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



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



Orchid London:

- 5% off venue hire package or
- Free welcome drink to bookings of 250 or more



Pizza Express Haymarket:

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



Planet Hollywood London:

- 40% off food Mon & Tues
- 30% off food Wed & Thur
- 20% off food Fri & Sun



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



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 for the latest information.



Heart of London Business Alliance
The Business Improvement District

A British BIDs accredited organisation

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