

NEW MEDIA CENTRE

London's West End Prepares to Take Centre Stage as New Media Centre Launches



In November 2011 we launched the West End Digital Media Centre at a co-hosted event with the Foreign Press Association and New West End Company. The virtual media hub will shine a spotlight on the area as the world's media attention turns to London this year.

Westendmediacentre.com is a major information hub for the West End, making the latest news and information instantly accessible to journalists across the world.

Sarah Porter, Chief Executive of the Heart of London said: "The Games and the Queen's Diamond Jubilee will significantly increase the number of visitors coming to the area in 2012 and its legacy will ensure interest in London's West End for years to come. The internet is indisputably the world's biggest, most impactful, international tool and what better time to showcase London's West End to media online than now"