



**“You CANNOT Be Serious!”**  
**W(imbledon) Finals Live in Real D 3D**  
**W London – Leicester Square Hotel Screening Room**

***Women’s Final 1.30pm for 2pm start, Saturday 2<sup>nd</sup> July***  
***Men’s Final 1.30pm for 2pm start, Sunday 3<sup>rd</sup> July***  
***W London Screening Room***

**London – 23<sup>rd</sup> June, 2011:** This year marks 125 years of championship tennis and W London – Leicester Square is celebrating the anniversary and the world’s most prestigious tennis tournament by screening the men’s and women’s final matches live in RealD 3D in its 39-seater private screening room.

From the heart of London in RealD 3D, guests will be able to watch all the Centre Court action as the world’s top tennis players showcase their skill and power to win the championship title.

Speaking on the W(imbledon) screening, Kevin Rockey, General Manager of W London – Leicester Square said, *“Wimbledon is one of London’s most prestigious summer events and we wanted to celebrate this historic occasion by screening the finals in innovative RealD 3D technology. Guests will catch all the serves, volleys and smashes from the luxury and comfort of our private screening room with more sporting fixtures, concert and festival performances to come throughout the Summer ”.*

To ensure guests enjoy the finals in style, W London’s ball girls and ball boys will be serving Strawberry Daiquiris, Classic Martinis and plenty of Pimms.

A limited number of tickets, costing £15 each are available for purchase. To reserve your seat email [denne.dempsey@whotels.com](mailto:denne.dempsey@whotels.com) . For more information please visit [www.wlondon.co.uk/calendar](http://www.wlondon.co.uk/calendar).

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**-ENDS-**

**Notes to Editors:**

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**About W Hotels Worldwide®**

W Hotels is an innovative, contemporary, design-led lifestyle brand and the hotel category buster with 36 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access to a world of "Wow." Each hotel offers a unique mix of innovative design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous nightlife experiences, stylish retail concepts and signature spas. With more than 10 years of proven success, W Hotels is on track to more than double its footprint by 2011. W Hotels and W Retreats have been announced for Downtown New York, London, Paris, St. Petersburg, Guangzhou, Shanghai, Bali, Vieques Island, Koh Samui, and Verbier, among other international destinations. For more information, visit [www.whoels.com](http://www.whoels.com).