

Press Release

For Immediate Release

Themed Nights and After Hours Deals Go Live at Room One

11 March 2013, Hong Kong - The Mira Hong Kong's sleek lounge bar **Room One** lures with international live band, themed nights and scrumptious offers on top of signature cocktails mastered to perfection – a perfect spot for a night out when the weekday has not yet finished in the bustling Tsimshatsui.

Sunday and Monday All-Day-Happy Hour is a seductive extension to the daily happy hour (5-8pm) when champagne, wines and beers as well as house spirit can be enjoyed at **two for one prices from opening till closing** within cocoon-like intimate interiors where intriguing mood lighting is enhanced by the eclectic sounds.

Champagne Tuesdays are reserved for those passionate about **French live jazz and bubbles**. Crisp and cool glass of Veuve Clicquot Ponsardin NV can be enjoyed at HK\$100 throughout the entire evening while the mellow sounds spill lazily from the speakers from 9:30pm till the end fed by the live band spearheaded by the captivating Canadian vocalist, Freedom Forever.

Back to the 80's Wednesdays are all about reviving the classics in celebration of midweek. Make it a sizzling night of decadence, kick back with a **classic 80's cocktail served all day long at just HK\$88**. Choose from never-trendy-enough *Cosmopolitan* or ambiguous *Sex on the Beach*, while the elegant crowds let loose to the deliciously retro live renditions of Madonna, Cindi Lauper and more.

Thursday is the day everyone has been waiting and makes into a limelight at Room One where ladies and gentlemen round up for a **chic wine and cheese soiree**. From 7pm to 10pm a house selection of red and white **wines flows freely for 3 hours** interluded only with an exquisite platter of dreamy cheese and cold cuts at HK\$258 per person.

If Jamaican slash French Canadian heritage with Asian roots doesn't sound exotic enough, **Freedom Forever** should. Charming vocalist with eclectic repertoire and hypnotizing voice, who shared the stage with the likes of Nelly Furtado, Alicia Keys, John Legend and 50 Cent, swings freely from classy jazz to latest gaga hits not one but five nights a week together with her international band.

Tuesday – Thursday 9:30pm - 12:30am

Friday – Saturday 9:30pm - 1:30am

For more information and booking, please call **2315 5888**.

**All prices listed are subject to 10% service charge*

About Room One

Relax. Listen. Chat. Mingle. With its intimate interiors, signature drinks and bar snacks, Room One is a lounge seamlessly woven into the lobby. The perfect place to relax and enjoy a drink and a chat after a hectic day in Hong Kong, soothing, intriguing mood lighting is enhanced by the eclectic sounds. Room One offers a wide selection of classic and signature cocktails, and wines from around the world while premium bar snacks complete the mix. Room One's soothing, cocoon-like interiors are unique design collaboration between Hong Kong interior designer Andrew Choy of Atelier C+ and US lifestyle guru Colin Cowie®.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 guest rooms, including a collection of 56 suites and specialty suites, which is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. A close walk to the local underground, railway stations and the Star Ferry, the hotel – overlooking the lush Kowloon Park – easily connects to all parts of the vibrant metropolis.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com



A cocktail bar like no other turns into a stage for Freedom Forever and her international band performing live not one but five nights a week



Kick back with friends after hours or turn an evening into a private party at Room One's intimate interiors

- ends -

For media enquiries or images, please contact:

Agnes Ma

Marketing Manager | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5574 (direct) | Fax +852 2369 0972
agnes.ma@miramar-group.com

Jakub Lewandowski

Assistant Public Relations Manager | The Mira Hong Kong

Tel +852 2368 1111 | Tel +852 2315 5181 (direct) | Fax +852 2369 0972

jakub@themirahotel.com