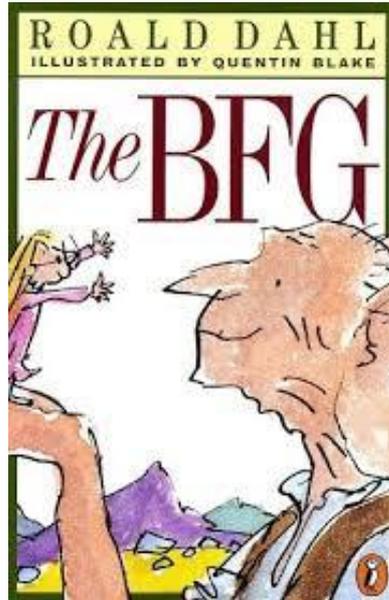




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Celebrate the magical world of Roald Dahl's *BFG* with The Athenaeum Hotel & Residences



Marking the 100th anniversary of Roald Dahl's birth and celebrating the launch of Stephen Spielberg's latest *BFG* epic in cinemas from tomorrow, the recently re-designed [Athenaeum Hotel & Residences](#) is commemorating the number one children's author with a magical *BFG* Glorumpitious Family Stay package for guests of all ages to enjoy. With a special connection to Spielberg himself, who previously called the hotel home whilst editing his cult classic *E.T*, The Athenaeum Hotel & Residences offers the perfect place from which to celebrate the legacy of one of Roald Dahl's most famed characters.

As a family run hotel, The Athenaeum understands the requirements of families and has used this expert knowledge to offer a truly distinctive experience. Inviting guests to step into an enchanted world of giants, dream catching and snozzcumbers, bedrooms at The Athenaeum will have a complimentary copy of Roald Dahl's *The BFG* on arrival for all-important bedtime stories and a Whizzpopping *BFG* Soft Toy for midnight cuddles. Well regarded for their welcoming family service, the hotel has added a fairy-tale touch with a special 'Dream

Jar' milk turndown. The 'Dream Jar' turndown encourages little ones to enjoy a glass of milk before bedtime and write their own dreams down on a piece of paper before placing it into a jam jar for safe keeping – just like the book.

With Buckingham Palace and the Royal Parks on the doorstep, The Athenaeum is well placed for guests to make the most of activities in the capital. Maps of The BFG Dream Jar Trail are available to take away from The Athenaeum's dedicated Children's Concierge for a spot of Dream Jar discovery. Launched to celebrate the BFG film release, London's Dream Jar Trail will transform the capital throughout the summer with a series of giant glowing Dream Jars that have been mislaid by the Big Friendly Giant. With four trails on offer including Her Majesty's Trail, those staying at The Athenaeum can take a stroll down to the palace to view HRH Camilla, Duchess of Cornwall's very own Dream Jar and explore the area where Roald Dahl's heroine Sophie met the Queen herself.

The Athenaeum's 18 residences offer the perfect base for a fun filled and luxurious family stay. The full serviced residences are ideal for family stays, complete with fully equipped kitchens, dining areas, separate sitting rooms and twice daily maid service whilst also delivering discreet internal access to the hotel and all of its five-star services.

The Athenaeum Hotel & Residences BFG Glorumpious Family Stay package starts from £258 for a Deluxe bedroom, £450 for a Residence and from £516 for two interconnecting hotel rooms per night*.

<https://www.athenaeumhotel.com/offers/>

*Terms & conditions apply as stated on the website.

-ENDS-

Notes to Editors:

- The Visit London BFG Dream Jar Trail runs across the capital from the 9th July – 31st August 2016 but families can enjoy this package until the 31st December 2016 as the celebrations of marking the 100th anniversary of Roald Dahl's birth continue.
- For guests' eager to explore the countryside outside of the capital, The Roald Dahl Museum & Story Centre in Buckinghamshire is just a short train journey from London Marylebone.
- Athenaeum Hotel & Residences BFG Glorumpious Family Stay package includes:
 - o One night stay in a Deluxe room, Residence, or interconnecting rooms

- Roald Dahl BFG novel
 - BFG cuddly soft toy
 - Breakfast at Galvin at The Athenaeum
 - Children under 12 years eat free
 - Visit London BFG Dream Jar Trail maps
 - ‘Dream Jar’ milk turndown service
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- **About The Athenaeum Hotel & Residences** Located in Mayfair, *The Athenaeum Hotel & Residences* has 164 bedrooms, including 12 suites, 18 townhouse residences and The Penthouse Suite. It is the essence of Englishness: discreet, personal, friendly, interesting, lavish, quirky and down to earth.
 - **Address** 116 Piccadilly, Mayfair, London W1J 7BJ.
 - **Tel** +44 (0)20 7499 3464
 - **Restaurant Reservations:** galvin@athenaeumhotel.com **Tel:** +44 (0)20 7640 3333
 - **Website** <http://www.athenaeumhotel.com/>
 - **Twitter** <https://twitter.com/TheAthenaeum>
 - **Instagram** <https://www.instagram.com/theathenaeum/>
 - **Nearest tube:** Green Park & Hyde Park Corner
 - **Location** On Piccadilly, opposite Green Park and near Hyde Park. Moments from Shepherd’s Market and the rest of Mayfair. Close to Buckingham Palace and all the historic and cultural locations of interest including the Royal Academy of Art, the Handel House Museum, the Burlington Arcade, Savile Row and Berkeley Square.
 - **Personality** Glamorous, playful, relaxed yet professional.
 - **Why visit?** The Athenaeum, a family-run five-star hotel that offers a delightfully English, relaxed, yet professional service to ensure your stay is individual.
 - **What else?** Located opposite Green Park, the hotel bedrooms, suites and residencies enjoy some of the finest views in London. Guests can even boast the Royal Family as their neighbours.
 - **About Mayfair** The Mayfair area of London is one of the city’s finest residential areas and one of London’s most attractive historic villages.

For more information or to arrange a stay, dinner, bar ‘experience’ please contact Mason Williams Communications:

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