



SOFITEL CELEBRATES THE *FÊTE DE LA MUSIQUE* (MUSIC CELEBRATION)

May 21st, 2010 (Paris) – Every Sofitel address will serve as a Music ambassador on June 21st 2010.

The Music Celebration, *Fête de la Musique*, was born in France in 1982, and has since taken place every June 21, the first day of summer in the northern hemisphere. It soon travelled abroad and has become a unifying international highlight. So it was natural for Sofitel – a French name on the international hotel scene – to take part in this major cultural milestone around the world.

Sofitel hotels on the five continents, from Paris to Washington, and on to Melbourne, Buenos Aires and Marrakech, will be joining the party and blending French elegance with the local culture's finest features.

Piano player in the lobby, private concert in the bar and live jazz band by the swimming pool are a few of the events that hotels will be preparing to pay tribute to music. Here are a few examples.

Europe

Sofitel Munich Bayerpost (Germany) – The event will take place during a French Touch lunch on the *Sophie's Bistrot* terrace, where the fortunate guests will be able to enjoy a traditional meal and wine, and a jazz concert. That evening, they will also enjoy a themed cocktail at the *IsarBar* including a selection of champagne-based creations and a buffet featuring French pastries.

Sofitel Paris Le Faubourg (France) – This hotel will be paying tribute to music with a piano concert, and cocktail party featuring a selection of champagnes and original summer drinks.



Middle East and Africa

Sofitel Marrakech Palais Imperial (Morocco) – This hotel will be using this Music Celebration to highlight ties between French and Moroccan culture once again. It will wake up to music by *Hiba*, a Moroccan artist, who will be performing live at the *Darkum Bar*. *Guitares Nomades*, a gypsy music band, will be playing at lunchtime, and customers will be able to enjoy a violin concert while they unwind around the pool that afternoon. The party will stretch into the evening at the *Lawrence Bar*, where two musicians will be playing France's best-known and longest-standing tunes.

Asia Pacific

Sofitel Legend Metropole Hanoi (Vietnam) – This hotel will be playing host to Andromeda Turre, an American jazz singer nominated for the 2008 Best Jazz Album Grammy award. Vietnamese music will be in the spotlight in the *Spices Garden* restaurant with a traditional folkloric band, and a French DJ will be livening up the well-known *Angelina* bar.

Sofitel Melbourne on Collins (Australia) – The *Sofi's Bar* and *Atrium Bar* will be celebrating Andalucía folklore with *Les Tsiganes*, a French trio and music-themed cocktails for customers.

The Americas

Sofitel Washington DC Lafayette Square (United States) – One of the finest addresses in the US capital – a stone's throw from the White House – will play host to *Toujours*, a French pop rock band, for an evening. It will be serving a special selection of French wines and spirits, and organizing canapé and spicy chocolate tastings, to accompany the musical highlight.

Sofitel Buenos Aires Arroyo (Argentina) – This hotel will be intertwining French and Latin culture, and treating its customers to a show by a tandem of tango dancers and an accordion and violin orchestra concert at its *Café Arroyo*. Its *Le Sud* restaurant will feature a singer reinterpreting the French repertoire's best-known classics, and a choice of French wine and cheese will enhance this exceptional evening do.



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Sofitel is the only french luxury hotel brand with a presence on five continents with 130 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

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