

# Casino Étrange - NYE at belowzero and ABSOLUT ICEBAR LONDON

Submitted by: Belowzero London Ltd

Tuesday, 18 November 2008

---

belowzero presents...

## CASINO ÉTRANGE

New Years Eve, 31st December 2008, 8.30pm – 4am

Following last year's sell-out event, join belowzero and ABSOLUT ICEBAR this New Year's Eve in their specially themed Moulin Rouge-inspired Parisienne casino lounge for an evening of mischievous fun and games.

DJ Manish of Blowineast fame will be hitting the decks with a collection of soulful, funky and deep house disco tunes throughout the night. Tickets start from £35 and include live entertainment, evening canapés, breakfast and a complimentary ABSOLUT cocktail in belowzero on arrival. For £45 enjoy all of the above plus experience the exhilarating surrounds of ABSOLUT ICEBAR LONDON with a unique cocktail in a glass made of ice, served at minus 5 degrees. Make your night extra special by welcoming in the New Year in ABSOLUT ICEBAR with a special midnight ticket for just £55!

Exclusive tables are available in belowzero on request (subject to a minimum spend), complete with a complimentary bottle of champagne.

Guests will be invited to play a selection of casino tables throughout the night for the chance to win a range of great prizes including the grand prize of a two night stay for two people in the world famous ICEHOTEL in Northern Sweden!

belowzero is a luxurious, stylish bar and lounge, hidden underground in the wine vaults once used by the British monarchy. Dressed in a palette of burgundy, claret and chocolate, belowzero exudes richness and warmth with the use of opulent velvet curtains, soft leather semi-circular banquettes and solid beech furniture, contrasting stylishly against the original exposed brickwork.

Located on bustling, cosmopolitan Heddon Street, belowzero is home to the world famous ABSOLUT ICEBAR LONDON. Maintained at a constant minus 5 degrees, everything in the bar is made from crystal clear ice including the walls, tables, chairs and even the glasses that the cocktails are served in, making this literally the UK's coolest bar.

Don't forget your smoking jackets, bowler hats, masquerade masks and feather boas for a night of glamorous eccentricity and the chance to win a meal in belowzero restaurant + lounge.

Call our reservations team now on 0207 478 8910 or email [res@belowzerolondon.com](mailto:res@belowzerolondon.com)  
31-33 Heddon Street, London, W1B 4BN. Nearest tube stations: Oxford Circus / Piccadilly Circus.  
[www.belowzerolondon.com](http://www.belowzerolondon.com) (<http://www.belowzerolondon.com>)

- END -

#### Editor's Note

- Tickets are on sale from Wednesday 12th November.
- Please ensure both venues are written like this in body text: belowzero restaurant + lounge and ABSOLUT ICEBAR LONDON
- Address: 31-33 Heddon Street, London, W1B 4BN
- Reservations: 020 7478 8910
- ABSOLUT, ICEHOTEL and belowzero London Ltd are partners in ABSOLUT ICEBAR LONDON
- General Manager: Matthieu Bourgogne
- Websites: [www.belowzerolondon.com](http://www.belowzerolondon.com) (<http://www.belowzerolondon.com>), [www.absolut.com](http://www.absolut.com) (<http://www.absolut.com>)

#### Contact

For further information and images, please contact:

Mark Green – Marketing + PR Manager  
belowzero|ABSOLUT ICEBAR  
020 7478 8926  
[mark@belowzerolondon.com](mailto:mark@belowzerolondon.com)