



**ALTITUDE LONDON**  
THE FIVE STAR MEDIA & ENTERTAINMENTS VENUE  
MILLBANK TOWER SW1

## **PRESS RELEASE**

**Friday 7<sup>th</sup> April 2010**

### **Peter Kerwood to leave Merlin to Join Altitude London**

Peter Kerwood will join Altitude London, which has three venues inside London's Millbank Tower, reporting to managing director Mike Phillipson.

He leaves his role today as head of marketing for events at The Merlin Entertainments Group, whose venues include Madame Tussauds and SEA LIFE London Aquarium.

He takes up the post of marketing director at Altitude London on Monday after working for Merlin for five years.

Mike Phillipson, Managing Director – Altitude London said “We are delighted to have Peter on board. He brings with him a massive amount of experience in venue marketing and he will be a key member of the management team moving forwards.”

Altitude London's venue portfolio comprises Altitude 360, the River Room and Millbank Cinema and Media Centre.

– ENDS –



**Notes to Editor:**

**Altitude London** represents three stunning venues on the banks of the River Thames in Westminster and is the largest riverside venue with a view in London. From the ground floor to the 29th, each venue offers its own original style, all bonded by the five star service and creativity associated with the Altitude London brand.

**Altitude 360** gives you a blank canvas space with panoramic, bird's eye views of London from the top of the Millbank Tower.

The ultramodern **River Room** on the second floor is a unique multimedia entertainment space with widescreen views of the Thames.

The **Millbank Cinema and Media Centre** on the ground floor has a stunning 300 seat screening room.

**Altitude London** Millbank Tower, 21-24 Millbank, London SW1P 4QP

[www.altitudelondon.com](http://www.altitudelondon.com)

For further information including images please contact Peter Kerwood on 0845 500 2929 [peter.kerwood@altitudelondon.com](mailto:peter.kerwood@altitudelondon.com)