



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

## **PRESS RELEASE**

**28<sup>th</sup> June 2010**

### **ALTITUDE LONDON'S EGG CHAIRS THE BEST WAY TO BOOST PRODUCTIVITY**

A study conducted by the University of California at Berkeley has concluded that a quick power nap during the day improves an individual's ability to process information.

As a result of these findings the team at Altitude London has decided to offer complimentary use of their iconic egg chairs where delegates can nap in peace and boost their productivity.

The egg chairs are available to any delegate booked into the brand new Blue Sky Thinking conference and meeting package created specifically for their Altitude 360 venue located on the 29th floor of the iconic Millbank Tower.

Mike Phillipson, managing director of Altitude London said "With today's hectic pace of life getting faster by the minute, it is increasingly hard to be at your best. This free service is designed to recharge your batteries and get you feeling on top of your game again."



– ENDS –

**Notes to Editor:**

**The blue sky thinking package includes:**

- Venue hire of Altitude 360 from 8am – 5pm
- Conference furniture
- Unlimited tea, coffee and mineral water throughout the day
- Buffet lunch
- Audiovisual equipment includes use of 60" plasma screens DVD, PA system and hand held radio microphone
- All staff including audiovisual technician

Packages start at **£75 + VAT per person**

**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)