



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
SUPPLIERS OF BANQUETING
AND CATERING SERVICES
THE RITZ LONDON



THE RITZ LONDON

***THE RITZ LONDON INTRODUCES A STORY TIME BUTLER
FOR FAMILIES OVER THE FESTIVE SEASON***



London, December 2018: The Ritz London, the iconic Piccadilly hotel, is adding some extra Christmas sparkle for families staying over the festive season this year, with a dedicated *Story Time Butler*. A unique partnership with Moonlite™ sees The Ritz offering a magical bedtime story telling experience for children with a modern twist, complete with Butler on hand to show parents how to use the innovative product (in 4 simple steps).

Families checking-in to The Ritz during the week of Christmas, between Friday 21st and Friday 28th December, will receive a Moonlite™ storybook projector for mobile phones and three age-appropriate story reels in their room or suite, as a special Christmas gift from the hotel's *Story Time Butler*. Ensuring all mini Ritz fans spend quality time with their families during the holidays, the selection of storybooks brings their favourite tales to life and fuels imaginations and includes classics such as Eric Carle's popular *The Very Hungry Caterpillar* and *The Very Busy Spider*, and Beatrix Potter's *The Tale of Jemima Puddle Duck* and *The Tale of Peter Rabbit*.

Theirs to take home, magical Moonlite™ is an easy-to-use storybook projector, which clips onto a smartphone (not included). It uses the torch to project vibrant storybook images onto any surface. While projecting the storybook images, the Moonlite™ app displays the story text in night time mode and plays charming sound effects, creating an immersive and magical story time experience and bringing to life their favourite characters.

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During the festive season, The Ritz London's palatial exterior and opulent Louis XVI interior décor is sprinkled with sparkle keeping the magic of Christmas alive. A 25-foot Scottish pine Christmas tree stands as the centre-piece in the hotel's Lobby, dressed in a traditional red and gold colour scheme with shimmering baubles, opulent angelic cherubs, gold reindeer heads, gigantic red velvet bows, silver tea pots and twinkling lights that tower up through the rotunda extending to the first floor. The elegant Christmas spirit continues through the hotel's Long Gallery, flanked by smaller pine trees and garlands leading to The Ritz Restaurant, where magnificent wreaths beautifully adorn the windows leading the eye to the decorated Christmas trees on The Terrace. Little of the hotel remains untouched by the festive spirit and each of the 136 rooms will have a poinsettia and every suite its very own Christmas tree creating a wonderful and welcoming atmosphere, delighting both parents and children alike.

Between Friday 21st and Friday 28th December 2018, a stay at The Ritz London starts from £715 (inclusive of Value Added Tax) per night in an Executive King Room and is subject to availability. To make a reservation or request further information, please call +44 (0)20 7300 2222 or email reservations@theritzlondon.com.

NOTES TO EDITORS:

ABOUT THE RITZ LONDON:

The Ritz London, the iconic landmark conceived by renowned hotelier César Ritz, first opened its doors in 1906. Perfectly located in a landmark position in the heart of London's West End, The Ritz is moments from the finest shopping destinations the Capital has to offer, including the luxury designer brands of Bond Street and Regent Street and the unique and quintessentially British boutiques of Jermyn Street. Throughout its distinguished history, the iconic hotel has been at the heart of London society and continued to play host to Royalty, aristocracy, stars of stage and screen and countless other discerning guests. The first and only hotel to have received a Royal Warrant from His Royal Highness The Prince of Wales, The Ritz has deservedly taken its place amongst the great hotels of the world and is the benchmark by which other hotels are measured. Most recently, The Ritz Restaurant was awarded a Michelin Star in the Michelin Guide Great Britain and Ireland 2019. Following refurbishment, it is sparkingly renewed though still retains the luxurious Louis XVI style interiors, meticulous service and the exquisite bar and restaurants for which The Ritz name is synonymous.

ABOUT MOONLITE:

Inspired by her daughter's love of shadow play before bedtime, mother and former Google veteran, Natalie Rebot created Moonlite™, a children's story book projector that attaches to almost any mobile phone and uses the torch app on the phone to project vibrant story images onto the ceiling or wall. Moonlite brings storybooks to life with a modern twist on traditional storytelling that makes reading a fun and memorable event for both children and parents. Rebot launched her initial prototype and concept on [Kickstarter.com](https://www.kickstarter.com) where funding goals were surpassed ten-fold, with more than 40 million views to date on the product's original video. As a result, Moonlite caught the attention of retailers, celebrities, receptive mothers and Spin Master who embraced the partnership. www.mymoonlite.com

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