



media release

FOR IMMEDIATE RELEASE 21 APRIL 2011

40 teams race to win prizes in Diamond Hunt

Victoria BID's Diamond Hunt event reached its climax today when teams totaling 100+ people competed against each other in a hunt for top prizes in celebration of the Royal Wedding, due to take place in SW1 just 8 short days from now.

Each team set off at 12 noon from Brown's Bar and Brasserie, Cardinal Place in this Diamond Hunt hosted by Victoria Business Improvement District and organized by HiddenCity.

Taking a new twist on the traditional treasure hunt, cryptic clues were delivered instantly to teams by SMS text message. By correctly solving the clues, the top 6 teams went on to win some great prizes, donated with weddings in mind – a beautiful diamond, exclusive millinery, svelte new body contours and some great nights out seeing award winning shows including pre-theatre dinner at an exclusive SW1 hotel.

The winners crossed the finishing line at 2.30pm and a prize-giving ceremony took place at **3pm** at the Roof Garden, Cardinal Place.

The Prizes

- The **first prize** is a 0.55ct 'emerald cut' diamond with a high street value of £3,000 donated by The Diamond Store.
- Fitness First Victoria has donated a 'Black Label' membership. This will give the winner access to 60 clubs in London, over 160 clubs in the UK and up to 500 worldwide. This prize is worth over £800.
- A-list hat maker, Phillip Treacy has donated the most beautiful hat suitable for any occasion with a recommended retail price of £585.00.
- A set of 4 tickets to see Wicked the Musical including a pre-theatre meal for 4 at the Rubens
- A set of 4 tickets to see Billy Elliot the Musical including a pre-theatre meal for 4 at the Rubens
- A pair of tickets to see Wicked the Musical.

A cheque for £500 in support of Cancer Research UK was also presented on the day as part of the hunt's fundraising objective.

Media request

We would be delighted if you are able to run a story about this event. Please contact **Paul Vater**, on **020 7619 7430** or by mobile **07976 662378** : vater@sugarfreedesign.co.uk

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About the organisers

More about Victoria BID

Victoria Business Improvement District (BID) is the collective voice for business, across all sectors. The Victoria BID is delivering services and opportunities to businesses and organisations in the SW1 area, centred on five themes. Each one helping to make it not only a better place to work, but to enhance the area as a primary destination for visitors to London, as a location to spend time and to encourage growth of the local economy.

The Diamond Hunt has been brought about as part of our showcase theme that seeks to find innovative ways to support initiatives managed by the Victoria BID. It is a strategic plan of promotional and marketing activity, aligned to create a media presence that propels the stakeholder community to their local and wider audiences. The BID intends to bolster the commercial, tourist and visitor profile within SW1.

Find out more at <http://www.insw1.com/>

More about the Diamond Store.co.uk

The Diamond Store only use the finest diamond and gems in their handcrafted, UK hallmarked, luxury diamond Jewellery. They are the UK's largest online diamond jewellery retailers, selling direct to the public, keeping their costs low, while the quality and craftsmanship is kept consistently high by their skilled craftsman, diamond and gemstone buyers, experienced jewellery experts. Each piece comes with a comprehensive 5-year guarantee and their diamonds are ethically sourced from non-conflict areas.

Find out more <http://www.thediamondstore.co.uk/>

More about HiddenCity

HiddenCity is a new way to experience a city, combining hidden places cryptic clues and a race against the clock. You can play with one team – a group of four is the perfect number – or in several teams as part of a larger event. Be warned: large events can get competitive... The hunts are run by text message where each clue leads you to a destination. Once you've registered, you can start at any time simply by sending 'start' as a text message then you'll receive the first clue. Solve the clue, seek out the destination then send the answer back.

The hunts last around three hours and end in a pub or bar. Some hunts have breaks en route so you can stop for drinks and catch up with opposing teams.

Find out more at <http://inthehiddencity.com>

More about Cancer Research UK

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research. Their groundbreaking work into the prevention, diagnosis and treatment of cancer has seen survival rates double in the last 40 years. However, more than one in three of us will still get cancer at some point in our lives. Their work is entirely funded by the public and is critical to ensuring more people beat it. Find out more at <http://www.cancerresearchuk.org/>

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MORE ABOUT THE PRIZE GIVERS

More about Fitness First

At the world's largest health and fitness group, Fitness First helps thousands of people change their lives every day. Our team of fitness experts take your fitness personally - and guarantee they'll help achieve the results you want. We'll look at your motivations, help you set goals and guide you on a journey to improve health, fitness and change the way you feel about yourself. Find out more at <http://www.fitnessfirst.co.uk/>

More about Philip Treacy

A Phillip Treacy hat – a white gentle sweeping sidebrim in Sinamay with black, ornate lycra swirls and a multi toned jewel. The hat has a RRP of £585.00. Philip Treacy is one of the most extraordinary hat designers of our time. His handmade creations are a feat of craftsmanship, and in high demand especially now with the build up to the wedding of HRH Prince William and Kate Middleton. As well as being awarded the prestigious title of British Accessory Designer of the year five times, in 2007 Treacy received an OBE for his services to the British fashion industry. For more on Philip Treacy <http://www.philiptreacy.co.uk/>

More about Wicked the musical

Based on the acclaimed novel by Gregory Maguire that re-imagined the stories and characters created by L. Frank Baum in 'The Wonderful Wizard of Oz', WICKED tells the incredible untold story of an unlikely but profound friendship between two girls who first meet as sorcery students. Their extraordinary adventures in Oz will ultimately see them fulfill their destinies as Glinda The Good and the Wicked Witch of the West. Find out more <http://www.wickedthemusical.co.uk/default.asp>

More about the Rubens offers you a choice of bookings at the Old Master's Restaurant or Bbar. The Old Master's never fails to satisfy with an extensive buffet style carvery. The Bbar offers a South African-themed menu and a wide range of both wines and cocktails. Voted one of the Top Three Bars in the World by British Airways High Life Magazine and recommended by TopTable, it is surely worth the detour! Find out more <http://www.rubenshotel.com/dining>

More about Billy Elliot the musical

Billy Elliot the Musical is an inspirational story of one boy's dream to realise his ambitions against the odds. Set in the North East of England against the background of the historic 1984/85 miners' strike, Billy pursues his passion for dance in secret to avoid disapproval of his struggling family. For more go to <http://www.billyelliottthemusical.com/home.php>
For more on Victoria Palace Theatre <http://www.victoriapalacetheatre.co.uk>

Thanks to other partners for their participation in the Diamond Hunt: Browns Bar & Brasserie, Cubitt House, The Duke of York, The Orange Public House, Thomas Cubitt, Peggy Porschen, Tom Tom Cigars, William Curley, Westminster City Council, Westminster Cathedral and The Royal Collection.

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