

# Premier Inn London Stratford Vaults To Victory In World Record Attempt



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To celebrate the impending opening of the brand new Premier Inn hotel in London Stratford, 50 gymnasts broke a World Record for the most people on one bed.

The flexible folk spent several hours limbering up in preparation to contort themselves to eventually create a 7ft high formation on top of a King Size Premier Inn bed.

The World Record attempt took place in the most talked-about location for next summer, overlooking the spectacular backdrop of the Olympic Stadium. The record marked both the opening of the new site for the UK's biggest budget hotel chain, but also the first of many for Stratford, with plenty more sporting world records sure to be broken next year.

Patrick Dempsey, spokesperson for Premier Inn said: "We are delighted to be opening our latest Premier Inn in such a fantastic location which has great views of the Olympic Park and is in the heart of Westfield shopping centre."

Jon Walters General Manager for Premier Inn London Stratford added: "I'm really looking forward to opening the doors to the new hotel and welcoming guests and what better way to mark the opening than breaking a World Record."

Premier Inn London Stratford opens its doors to the public on the 13th September 2011, marking a £25m investment into the area. It is the closest hotel to the Stratford International station, making it only minutes from

Central London and just over two hours to Paris on the Eurostar so it is set to be one of the best connected hotels in the country. The London hotel is also just minutes away from Europe's largest indoor shopping centre, Westfield, ideal for those planning a shopping break.

Rooms are now available to book at [www.premierinn.com](http://www.premierinn.com)

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**About Premier Inn:**

Award-winning Premier Inn is the UK's biggest hotel chain within the M25 with 6,127 rooms and 51 hotels. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and WiFi internet access. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

In 2008 Premier Inn launched in Dubai and is now open in Bangalore, India. On a domestic front, Premier Inn aims to be the largest provider of budget hotels in London (within the M25) by 2012.

Premier Inn is currently offering rooms for just £29 (restrictions apply). Visit [www.premierinn.com](http://www.premierinn.com) for full terms and conditions.

Premier Inn supports WaterAid, the international charity whose mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education. Premier Inn, as part of Whitbread Hotels and Restaurants, hopes to raise £1 million for WaterAid.

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