

Press Release

For Immediate Release

UK Celebrity DJ James Lavelle – AKA “The Man From UNKLE” – Spins in 2011 at the *White Hot NYE Party @ The Mira*

8 November 2010, Hong Kong: The hottest New Year’s Eve ticket in town comes courtesy of this year’s *White Hot NYE Party with DJ James Lavelle @ The Mira*. The don of progressive UK house jets in on Friday, December 31 for one night only to *spin in 2011* with the ultimate dance event to be held in The Ballroom of The Mira Hong Kong.

Lavelle’s prolific reputation as one of UK house music’s cutting-edge DJs and producers precedes him. Otherwise known as “The Man from UNKLE” – Lavelle’s journey as a musician has seen him collaborate with music industry heavyweights including Ian Brown, Thom Yorke, and Richard Ashcroft, as well as *The Cult*’s Ian Astbury. As a DJ, his forays into different genres of dance music have made him a legend in his own right. Having recently released *The Dazed & Confused (Vol 1) DJ Mix* and landmark compilations for the likes of dance collective Global Underground, Lavelle’s influence on the worldwide dance scene remains unparalleled.

His headline performance at this year’s *White Hot NYE Party @ The Mira* looks set to be another coup for The Mira Hong Kong. Building on its reputation for hosting events headlined by some of the world’s hottest music stars including Katy Perry, at this the *White Hot NYE Party @ The Mira* the party will kick off at 9pm, with warm-up sets by **DJ Sunju Hargun of Bangkok’s Q Bar** and **The Mira Hong Kong’s Resident, DJ Dezi**. Lavelle is set to ring in the New Year at the city’s only penthouse ballroom, with a standout set of his signature eclectic beats paving the way for a truly mind-blowing start to 2011.

Bookings

Three ticket prices for the *White Hot NYE Party @ The Mira* are as follows:

- **Early Bird** – tickets purchased before November 30: \$950 including open bar with standard drinks from 11PM – 4am and snacks at 3am
- **Advanced** – tickets purchased from December 1-30: HK\$1,100 including open bar with standard drinks from 11PM – 4am and snacks at 3am
- **On the Door** – tickets purchased on December 31: HK\$1,400 including open bar with standard drinks from 11PM – 4am and snacks at 3am
- **VIP Tables** – HK\$2011 for a private table with seating for 6 guests, inclusive of 1 bottle of Bollinger Champagne. Terms & Conditions: tickets are not included in the VIP Table booking price and must be purchased in addition to the table-booking fee. Full deposit is required to confirm and guarantee booking
- **Enquiries and Bookings Hotline:** (852) 2315 5885
- **Online Bookings:**
www.themirahotel.com/en/our-temptations.aspx
- Tickets available from December 1 from HMV, The Mira Hong Kong Festive Shop from November 15, 2010

About The Mira Hong Kong

“Mira” signifies a giant, red star in the constellation of Cetus. It means “foresight” in Spanish and “perfection, peaceful and prosperous” in Latin. In its first year of operation, The Mira Hong Kong is living up to its name as it soars to award-winning heights. Centrally located on Nathan Road in Tsimshatsui, The Mira Hong Kong is situated in the heart of Hong Kong’s commercial, shopping, dining and entertainment district. Located close to the local Mass Transit Railway (MTR), railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to The Mira Hong Kong are a retail promenade of branded boutiques, large-scale shopping malls, bargain outlets and upscale eateries.

Six unique dining concepts include Modern French cuisine with an Asian twist, served in a relaxed, refined setting at WHISK; an upscale, modern Chinese eatery offering the finest Cantonese and Chinese delicacies, with a unique contemporary twist at Cuisine Cuisine at The Mira; an international kitchen offering a varied array of global and pan-Asian cuisines at Yamm; signature cakes and barista coffees at café patisserie COCO; and cocktails at Room One. The ultimate al fresco experience can be found at Vibes, the al fresco lounge bar.

MiraSpa is an award-winning 21st century metropolitan spa combining contemporary design with stylish, warming touches that delivers a sense of wellbeing and subtle stimulation. Treatments incorporate innovative technology to yield maximum results, via exclusive product ranges.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com

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Celebrity UK DJ James Lavelle