

The logo features the text 'ALPHA's' in a white, sans-serif font at the top left. To its right is a white line-art silhouette of the London skyline, including the Houses of Parliament and Big Ben. Below this, the word 'LONDON' is written in large, bold, white, sans-serif capital letters, enclosed within a white rectangular border. To the right of the 'LONDON' box, the word 'Alive!' is written in a vibrant purple, cursive script font with a white outline and a long shadow.

PRESS RELEASE
MARCH 2021
FOR IMMEDIATE RELEASE

ALPHA IS BACK AND LONDON IS ALIVE!

Alpha's London Alive was launched on Monday 7th December 2020 with huge support from across London and the arts including personal messages from Dame Judi Dench and Brian May. This 3-day event extravaganza was originally planned for the middle of February but following the announcement of the Government's roadmap, it's now been postponed to Spring 2022.

However, Alpha will not be waiting until then to celebrate!

With their continued love for London, live entertainment and doing business at the forefront of everything they do, we are delighted to announce that they will be hosting three events across two days at The Landmark, London in July!

The celebration will feature the London Lifestyle Awards Ceremony on Thursday 15th July and Alpha's Summer Ball and La Dolce Vita After Party on Friday 16th July.

With Creative Director Ben Forster at the helm, the two day-event will be sure to amaze all that attend, as Alpha's "Best of British Royal Variety Show!" is set to dazzle and entertain with some huge wow factors included!

Hosted by the Alpha Family and supported by many from across the worlds of business, arts & entertainment, sport and celebrity, both events will feature world-class performances. Headline acts will be announced over the coming weeks and promise to be theatre, pop and rock royalty.

THURSDAY 15TH JULY - THE LONDON LIFESTYLE AWARDS®

PARTNERED WITH ALPHA SOLUTIONS.

The events will kick off with the London Lifestyle Awards® who themselves are celebrating 10 years of championing the very best lifestyle businesses in London. The London public have been voting in their thousands for awards across such categories as London's Best Restaurant, Best Theatre, Live Entertainment and Best Hair Salon culminating in this spectacular event which is always a joyful celebration attended by many well-known faces.

FRIDAY 16TH JULY - ALPHA'S SUMMER BALL & LA DOLCE VITA'S AFTER PARTY

Held at the beautiful and distinctive The Landmark, London, this intimate and exclusive event sees the pairing of the Alpha Club, renowned for its discernment and refinement, and La Dolce Vita, created for those who appreciate the finer things in life.

Previous La Dolce Vita events have been held in London, Dublin, New York, Montreal, Monaco, and Dubai and focus on making dreams become reality and now, combined with the unparalleled events organised by Alpha Club, the Ball will dazzle and delight once more.

This event attracts world-class talent who perform for an exclusive audience numbering only in the hundreds. Previous performances have included acts from Olivier Award Winner, Ruthie Henshall, multi-award-winning West End legend, Ramin Karimloo, TV & West End 'Superstar', Ben Forster, We Will Rock You & Mamma Mia! Legend, Mazz Murray, Broadway favourite, Michael Xavier, X-Factor winner, Ben Haenow; top-selling artists such as Jack Pack, Lulu, Tony Christie, Alesha Dixon, Jessie J; comedians, Michael McIntyre and Nina Conti; magicians Paul Daniels and Paul DaBek; and Strictly dancers, Anton Du Beke and Brendan Cole...The list goes on! "Alpha have been privileged to host annual events at the Landmark for almost two decades, but this one is sure to hold a special place in our hearts. Having seen the devastation that has hit our beloved City (and the world!), we hope this celebration of London: the arts and industry and it's re-opening to the world, will bring a wave of positivity to all that attend and are involved without compromise." Said Angus Dudgeon, Alpha Club Director.

New Dates for London's Alive 2022 will be issued as soon as possible. Register now for Headline Sponsorship, Corporate Sponsorship or Table packages.

Previous guests to these individual events include Simon Cowell, Sinitta, Christopher Biggins, David Seaman, Arlene Phillips, Oti Mabuse, Simon Webbe, Duncan James, Lee Ryan, Antony Costa, Darren Gough, Kimberley Wyatt, Kate Garraway, Roman Kemp, Ruthie Henshall, Ben Haenow, Alexander Burke, Darcey Bussell, James Brown, Aretha Franklin, The Stereophonics, Ronan Keating, Craig David, Will Young, Beverley Knight, Lemar, Wyclef Jean, Bono, Jay-Z, Natasha Bedingfield

CHARITY ELEMENT:

Alpha is currently working with several charities who will directly benefit from the 2- day event.
Full details to follow. Full details to follow.

Ends.

Note to Editors:

Photographs from the launch can be found from Backgrid Photo Agency or by contacting
london.alive@alpha.solutions.

THE ALPHA FAMILY

With over 30 years' experience The Alpha Family incorporates: **Alpha Solutions**, a UK Based Business Services Group - providing cost-effective solutions and incorporating over 20 specialist and independent companies. All experienced in enhancing your business and your lifestyle. The beating heart of the family The Alpha Club, a Private Members Club for ambitious professionals and owner managed businesses offering access to luxury, money cannot buy experiences and bespoke concierge services.

All working together to provide quality products and solutions with integrity at its heart, whilst following the mantra "serious business can be fun".

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Alpha Solutions
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Alpha Club
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CONNECT:

Social Media Handles:

Alpha Club:

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#alphaclub #alphaauction #thealphaway

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