



### **Babylon Restaurant's 'Pay What You Feel' Charity Fundraiser**

As part of an ongoing fundraising initiative, the award-winning Babylon Restaurant, at The Roof Gardens in Kensington, is proposing diners 'pay what they feel' for either their lunch or dinner on Monday 25<sup>th</sup> January 2010.

Throughout the day, all meals including starters, main courses and desserts will be without their usual price tag, allowing diners to choose how much they wish to donate.

Alcoholic drinks are excluded and will remain at full price, but all money made from food, beverages and gratuities, will be donated to Mission:Possible – the group wide fundraising scheme for Virgin Staff established in support of Virgin's Sponsorship of the London Marathon. The Virgin Limited Edition team is committed to raising a total £80,000 for its four runners, including Babylon's very own award winning Restaurant Manager, Peter Avis.

Virgin staff across the UK have pledged to raise £2.5 million which will benefit many partner charities including London-based Kids Company – a charity which provides practical and emotional support to almost 12,000 children and young people.

For reservations please call Babylon on 020 7368 3993 or visit [www.roofgardens.virgin.com](http://www.roofgardens.virgin.com)

**- Ends -**

#### Notes for Editors

- Babylon Restaurant at The Roof Gardens is part of Virgin Limited Edition – Sir Richard Branson's private collection of retreats
- Babylon's Restaurant Manager Peter Avis is winner of the '2009 Restaurant Manager of the Year' Award
- Babylon is open for lunch: 12-3.00pm (last seating 2.30pm) Monday – Sunday, and dinner 7-11.00pm Monday – Saturday (last seating 10.30pm)



- In 2008 Babylon was awarded two AA rosettes
- An optional 12.5% service charge will be added to your bill
- Babylon is the winner of the Best Restaurant Garden category in the Brighter Kensington and Chelsea awards for the second year running
- For reservations please call Babylon on 020 7368 3993 or email [Babylon@roofgardens.virgin.com](mailto:Babylon@roofgardens.virgin.com) or visit [www.roofgardens.virgin.com](http://www.roofgardens.virgin.com)

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**Babylon restaurant at The Roof Gardens**

7<sup>th</sup> Floor, The Roof Gardens, 99 Kensington High Street, W8 5SA

**Virgin Limited Edition** is a collection of award-winning unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier and soon to hit the waters, Necker Belle.

For further information please visit [www.virginlimitededition.com](http://www.virginlimitededition.com)