

THE HEART OF LONDON KEEPS BEATING FOR THE FRONT LINE: STRAND PALACE SUPPORTS AMBULANCE SERVICE



(Strand Palace, Executive Chef, Alfonso Salvaggio pictured delivering meals to the London Ambulance Service)

Strand Palace, one of London's most iconic hotels has announced it will be delivering free meals to the London Ambulance Service daily and will remain open for key workers only, as it closes its doors to the general public, due to the Covid-19 pandemic.

As part of the MealForce initiative, over 600 much needed meals for those on the frontline will be supplied daily to Ambulance control rooms across the capital including Barking, Bow, Croydon and Waterloo. They will be delivered by Steve Norton, Head of Transport at Adelie Food Group along with the Strand Palace team.

Strand Palace has been proudly open for 111 years, serving London love in the heart of the capital.

During the Second World War, the hotel provided accommodation for American servicemen, accepting ration vouchers in its restaurants and sheltering guests in its basement during air raids.

Matthew Beard, Managing Director of Strand Palace said:

"Strand Palace kept its doors open to those who protected our country during the war years, which is why today we are proud to offer our help to those on the frontline working tirelessly in the fight against COVID-19."

"This is part of our hotel's DNA and part of our love for our country.

"We have been part of London's history for over 111 years and we will still be here when all this ends, ready to open our doors again to everyone."

MealForce is an initiative under Helpforce, an organisation at the forefront of a national movement to improve the lives of NHS staff, patients and communities through the power of volunteering. They are working with organisations and volunteers who want to help in hospitals and provide extra support in these unprecedented times.

For more information visit: <https://helpforce.community/covid-19/>

Located at 372 Strand, mere moments from Covent Garden, Strand Palace is steeped in history, having first welcomed guests in 1909. The hotel has witnessed three monarchs, lived through two world wars and watched governments rise and fall.

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About Strand Palace

Having welcomed guests since 1909, Strand Palace is surrounded by the best London has to offer. Set on the Strand, the hotel is located just minutes from Covent Garden and the River Thames, making it the perfect location for guests looking to indulge themselves in the heart of London. The hotel is nearing the completion of its multi-million-pound refurbishment; due to be completed in April 2020. The refurbishment includes all 785 guestrooms, all public spaces and the building's façade. A perfect balance of art deco influences and contemporary design, the updates offer guests a truly unique experience. Strand Palace's new restaurant, Haxells, was unveiled in 2019.

History of the Haxells Name

It was J. Lyons & Co, who in 1907 gained permission to build a 'grand' hotel in the Strand. Two years later Strand Palace was built, however the hotel was significantly smaller and resided on the corner of Exeter Street and the Strand. In 1922, J. Lyons & Co acquired the neighbouring Haxells family hotel, making Strand Palace a 785-guestroom hotel. With Haxells Family Hotel having played an integral part of Strand Palace's history, it was unanimously agreed to name the new restaurant in its name.

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