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Members flock to London City Selection

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The Montcalm London City, Pewterers Hall and St Bride's foundation have become the latest members to join London City Selection (LCS). The induction of these new members brings the LCS total to 26, making it one of the fastest growing marketing consortiums in the industry.

The LCS was set up in 2010 with a focus on developing relationships and increasing business within the City of London. Since then it has grown and achieved more than £1million worth of new business through referrals between the members.

LCS chair and Barbican business development manager, Samme Allen: "The

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membership of three landmark venues demonstrates the growing popularity of LCS and the benefits it can bring to its members. As the only such organisation to require AIM Accreditation from all our members, buyers are guaranteed the highest levels of service and quality. With the original launch of the LCS over a year ago, we have seen incredible growth and development. Members have all seen benefits and are committed to the ongoing development of London City Selection."

Ramesh Arora, managing director of Montcalm Hotel Group said: "The City of London is a key focus for the Montcalm Hotel Group. With the first of our two City properties now open at the Montcalm London City in Chiswell Street. We are very excited about becoming members of the London City Selection and the opportunity to contribute to its important work in raising the profile of the City as key destination for events and hospitality."

Anneliese Cooper-Blake, of Pewterers Hall said: "We are delighted to become the newest member of London City Selection. As an iconic City venue, we are committed to upholding the highest standards in corporate hospitality across the City. We have watched the LCS develop over the course of one year and are convinced that this is an ideal way to market the venue to our key target market. LCS is clearly a force for growth and we look forward to partnering with the other venues."

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Incentive Travel & Corporate Meetings, Old Rectory Cottage, Fleet Hill, Wokingham RG40 4LA, England

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