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**THE RADISSON BLU EDWARDIAN, NEW PROVIDENCE WHARF HOTEL SUPPORTS  
NATIONAL FAMILY CHARITY'S  
GAMES INSPIRED MUSCLE DREAMS**



The **Radisson Blu Edwardian, New Providence Wharf Hotel** is supporting family charity The Muscle Help Foundation (MHF) by hosting the Musclympic welcome celebration parties during the Paralympic Games.

MHF delivers amazing experiences (known as Muscle Dreams) for children and young people afflicted by the muscle wasting disease, Muscular Dystrophy, enabling them to live a dream, or fulfil a cherished ambition. Said Lord Sebastian Coe, Chair of LOCOG about MHF “Games Inspired Muscle Dreams is encouraging young people with Muscular Dystrophy to fulfil their potential. I am proud that, with the help of partners such as The Muscle Help Foundation, we are delivering our vision to use the power of the Olympic Games and Paralympic Games to make positive life changes for young people in the UK.”

MHF will be taking 75 Muscle Dream beneficiaries to see a variety of sporting disciplines inside the Olympic Park. To make their experience all the more magical, world class

athletes and Olympians will, it's hoped, be joining these young people at a week of Musclympic welcome celebration parties held at the Radisson Blu Edwardian, New Providence Wharf Hotel.

Activities at the Musclympic welcome celebration parties include Power Chair racing on the hotel's Thames -side boardwalk to the sound of Chariots of Fire, Wii Olympic Games, a Refuel Zone, Pamper Zone and a Photography Studio, where guests will have the opportunity to hold the Paralympic Torch carried by Founder of the Muscle Help Foundation, Michael McGrath.

Said Paul Duggan, General Manager of the Radisson Blu Edwardian, New Providence Wharf "We're pleased to be supporting the Muscle Help Foundation's flagship Games inspired Muscle Dreams' programme. It's an incredibly empowering charity, which makes a huge difference to the lives of people with Muscular Dystrophy."

"MHF events are as much about providing families with an uplifting experience - to give them a fun, relaxing and memorable break they wouldn't otherwise have - as it is about empowering our young members to achieve their potential." said Founder of MHF, Michael McGrath. "Location - in this case proximity to the Paralympic Stadium and the wonderful Thames vista at Radisson Blu Edwardian, New Providence Wharf - is key in creating these memories, but it's incredibly important to also find a venue whose staff understands what disability is and how to provide the attention to detail and service we require. I've worked with the hotel a number of times over the past few years - taking our beneficiaries to concerts and productions at the O2 - and held training sessions with the staff to engage them and help them to truly understand our needs".

The five Musclympic welcome celebration parties will be held from 6.30pm-9.30pm, Thursday 30<sup>th</sup> August to Thursday 6<sup>th</sup> September at Radisson Blu Edwardian, New Providence Wharf Hotel.

**Radisson Blu Edwardian, New Providence Wharf Hotel**

**Fairmont Avenue, London, E14 9PQ**

For reservations please call: +44 (0)20 7987 2050

For more information: [www.radissonblu-edwardian.com/newprovidencewharf](http://www.radissonblu-edwardian.com/newprovidencewharf)

Facebook: [/RBEhotels](https://www.facebook.com/RBEhotels)

Twitter: [@RBEhotels](https://twitter.com/RBEhotels)

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**Notes To Editors:**

If you would like to interview representatives from the Radisson Blu Edwardian, New Providence Wharf Hotel or The Muscle Help Foundation, or would like to attend or require photography from the events please contact [joanne@mason-williams.com](mailto:joanne@mason-williams.com)

**About Radisson Blu Edwardian, London Hotels**

Privately owned hotel group Radisson Blu Edwardian, London (formerly Radisson Edwardian Hotels) was rebranded in March 2012 as a result of a joint initiative with Carlson Rezidor. Radisson Blu is the world's fastest growing upscale hotel brand. The re-branding reflects the group's dominant position in the heart of London as well as its international appeal.

**About Blu**

Blu represents a creative twist standing for a cool, calm and collected hotel experience. Blu is modern in its outlook, design conscious and focused on detail.

**About Edwardian London**

Edwardian London articulates the group's roots as a privately owned UK company standing for stylish, upscale and unique experiences and superlative service at an affordable price.

**Radisson Blu Edwardian, London** is a collection of 13 individual hotels in unparalleled locations including **Bloomsbury, Canary Wharf, Covent Garden, Fitzrovia, Kensington, Heathrow, Leicester Square, Marble Arch, Oxford Street, Central Manchester & Central Guildford.**

While each hotel has its own unique character and independent spirit, all are renowned for design that doesn't compromise on comfort, a commitment to intelligent technology – high-speed wireless is complimentary throughout – and chic restaurants and bars.

For more information visit [www.radissonblu-edwardian.com](http://www.radissonblu-edwardian.com).

**Michael McGrath is available for interviews; in the first instance, please contact Lydia Drukarz on: 07977 454180 with details or email [lydia@wavelengthpr.com](mailto:lydia@wavelengthpr.com).**

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**ABOUT - The Muscle Help Foundation and *Muscle Dreams***

The Muscle Help Foundation (MHF) was co-founded by Michael McGrath (aka the *Chief Muscle Warrior* and *DreamMaker*). Michael is the CEO of the charity which has a simple vision - to fulfil the *Muscle Dreams* of children and young people in the UK whose lives are afflicted by Muscular Dystrophy. Through a tailored and highly personal approach, the charity delivers transformational experiences that give real joy, inspiration and hope, enabling beneficiaries to live a dream or fulfil a cherished ambition. MHF has a unique understanding and empathy towards both the children who receive *Muscle Dreams*, as well as the wider family unit who draw strength from the personal involvement of Michael McGrath, himself a sufferer and now as a result of the deteriorative nature of his condition, a permanent electric wheelchair user.

**IMPORTANT NOTE** – the charity works hard to avoid language such as 'grant wishes', which is very much in keeping with the approach of some other well-known charities. The Muscle Help Foundation delivers *Muscle Dreams* – we would be grateful if editors would ensure that this is communicated in this manner.

For further information – [www.musclehelp.com](http://www.musclehelp.com)

To keep up-to-date with all the charity news follow The Muscle Help Foundation on Twitter at <https://twitter.com/musclewarrior>, LinkedIn <http://www.linkedin.com/company/2323415?trk=tyah> and on Facebook <https://www.facebook.com/TheMuscleHelpFoundation>

To donate to the charity - click the Virgin Money Giving donate here button on the charity's homepage or text **MUSC13** to **70070** to donate £1, £5 or £10.

#### **ABOUT – Michael McGrath**

Michael McGrath is an inspirational business speaker. He speaks in the corporate, education and public sectors. He was diagnosed with the genetic muscle-wasting disease Muscular Dystrophy at 18 years old. He is currently the first and only disabled person in the world to have successfully led expeditions to both the North and South Poles. Michael was included in The Queen's 2004 Christmas Day TV broadcast from Buckingham Palace that reinforced the importance of diversity as a strength. Sir Richard Branson, Chairman of the Virgin Group said "*Michael is an inspiration*".

For further information – [www.michaelmcgrath.co.uk](http://www.michaelmcgrath.co.uk)

#### **ABOUT – the Inspire programme**

The Inspire programme officially recognises and rewards exceptional, non-commercial projects inspired by the London 2012 Olympic and Paralympic Games. These projects are awarded the Inspire mark and are allowed to claim an official link to the Games in a way that no previous Olympic or Paralympic Games has made possible. Inspire brings the benefits of the Games to all nations and regions of the UK, driving change and giving millions the opportunity to feel part of this once-in-a-lifetime event. More than 2,600 different projects have been awarded the Inspire mark during the running of this programme.

For further information – [www.london2012.com/beinspired](http://www.london2012.com/beinspired)