

Play, Learn, Socialize at Club Fledge, Ambience Mall, Gurgaon “CLUB FLEDGE” brings to young kids a unique environment to have fun both “on and off ice”

Delhi/Gurgaon, Wednesday, 31st October, 2012: Bird Hospitality Services (BHS), the hospitality arm of Bird Group, a highly diversified conglomerate, launched Club Fledge – yet another innovative entertainment concept. Club Fledge promises to be a unique destination for children, between 3 to 10 years, where they can play, learn and socialize.

Located on the 6th floor, Ambience Mall, Gurgaon, Club Fledge is spread over a sprawling 1600 square feet and has several distinctive attractions for children. The use of vibrant colors makes the décor inviting and sunny. Bathed in natural light, the key attraction is a synthetic ice skating rink where the young “fledges” can initiate their tryst with skating, under guidance from experienced trainers in a controlled environment. In addition, Club Fledge offers interactive sessions and activities like, computer tasks, do it yourself projects (DIY), stimulating games, storytelling, movie screenings and video games. All these activities ensure that children have a superlative fun-filled learning experience while engaging in constructive activities. Club Fledge has an in-house library stocked with educational tools, activity books, puzzles and coloring sheets for little book worms. Keeping dietary needs of young children in mind, Club Fledge is equipped to provide meals to its little guests during lunch and dinner time and on demand at other times. To be prepared for any adversity, there is an in-house medical room and strict guidelines to ensure maximum safety and comfort for children. Though there is no restriction on the time spent by children at Club Fledge the sessions are billed hourly.

Speaking about this new concept, Ankur Bhatia, Executive Director, Bird Group said, “Club Fledge is a one-of-its kind experience for younger children. It is a contemporary, urban recreation and learning facility where children can do something constructive with their time while having fun. It gives parents and guardians a great opportunity to channel their children’s energies in a positive direction. Furthermore, it’s a safe environment for them to leave their children under the care of warm and experienced caretakers, while they may choose to be at iSKATE or attend to their other chores.”

On the occasion of this launch, Club Fledge invited the star cast of the upcoming movie “Luv Shuv Tey Chicken Khurana”; Kunal Kapoor, Huma Qureshi and Anurag Kashyap graced the occasion with their presence.

The Club is all set to be the favorite location for birthday parties in a time, where parents and children are constantly shifting from the mundane to the new and exciting while not compromising on safety.

About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 6000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world’s leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group’s core business includes Travel Technology, Aviation Services, Hospitality, Luxury Retail and Education.

For more details please visit: www.bird.in

About Bird Hospitality Services (BHS)

Bird Hospitality Services Private Limited (BHS), is a 100% subsidiary of the Bird Group. BHS encompasses the Group's endeavors in business of hotels, entertainment and restaurants.

In March 2007, the company formed a strategic alliance with Thailand's premier hotel brand, Dusit International. The partnership, Dusit Bird Hotels (DBH) is a joint management venture between Bird Hospitality Services and Dusit International. The company is all set to operate its first hotel, Dusit Devarana in 2012 followed by dusitD2 in New Delhi. The JV will also witness Dusit properties in Rishikesh, Jaipur & Goa. In overseas investment, BHS owns The Royal Park Hotel in London. Located in the heart of London, next to the famous Hyde Park, the hotel is a five star boutique property offering 48 exquisitely appointed rooms and suites.

In entertainment, BHS launched India's first ice skating rink and café in New Delhi last year. It is a unique concept that brings together the aspects of recreation, sports and well-being. Iride offers exciting rides in leading malls on Segway personal transporters. Club Fledge is the latest offering from BHS that brings forth a "fun with learning" concept for younger children.

For more details please visit: www.birdhospitality.in

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