

PRESS RELEASE 22/3/12
Key 2 Luxury launches sister lifestyle accessory... Champagne for Life !

Key 2 Luxury is part of the renowned Free Holdings group and was established in 2004 by CEO and Founder, David Johnstone. The illustrious Key-2 Luxury is the ultimate lifestyle accessory key ring, complimenting and creating loyalty between luxury partners and thousands of high net worth clients by offering key ring holders VIP privileges for life.

After a successful 8 years, the illustrious silver Key-2 Luxury key ring (£5,000), has launched its sister lifestyle accessory, Champagne for Life. Champagne for Life

'Champagne for Life' (£500 one off Joining Fee) is the essential female accessory that no one leaves home without! - by simply flashing your Champagne for Life app, featuring a virtual interactive 'Champagne for Life card', a complimentary glass of champagne and complimentary entry is proffered at all our premium partnering venues across the world.

Champagne for Life is excited to be spreading its wings over the next 18 months to 100+ city's across the world including London, Paris, New York, LA, Madrid, Sydney, Milan, Mexico City and Hong Kong to name but a few.

As a special offer on joining today, receive an extra Champagne for Life access, worth £500, to gift to a close girlfriend!

In 2010 Free Holdings was established as a limited holding company by David Johnstone and business partner Stanley Fink. This holding company is a conglomerate of lifestyle luxury brands that include the following companies: Key-2 Luxury, The Global Party, Champagne for Life, Global Fulfillment, Coffee 4 Life, Golf for Life, Shooting for Life, Fishing for Life, Children for Life, The Global Charity Trust, Pure Luxury, Chic Properties, Key-2 Luxury Property, Global Fulfillment, The Global Creative Network and globalpr.net.

The Global Charity Trust is part of the Charities Aid Foundation (charity number 268369) which directly supports charitable projects across the world. Founded in 2011 by Lord Stanley Fink and David Johnstone, The Global Charity Trust directly helps specific worldwide charity projects, where money raised goes directly into causes within Environmental, Education, The Elderly, Health and Children sectors, to name but a few.

The Global Party 2013...
Champagne for Life is proud to announce its self as an official partner of The Global Party 2013. This awe-inspiring global gathering follows the success of the 2011, The Global Party 2013 is inspired by 360°. This unmissable event held over 4 days on Wednesday 26th, Thursday 27th, Friday 28th and Saturday 29th June 2013. 360,000+ of the world's most influential women along with their guests will party at 360+ luxury venues over 120+ cities, in order to help raise awareness and money for 360+ local charities and The Global Charity Trust.

As a Champagne for Life or a Key-2 Luxury key ring holder, guests will have exclusive access to choose as many of the dates and city's as they want! However, this time The Global Party comes with a little twist: guests will be told the exact location, venue and host only 12 hours before! Shhhh.... This is the largest secret masked party ever!

Each of the 360+ parties, including luxury private residences, premium night clubs, private members clubs and 5* hotels across the world will equal, if not surpass the Venue/Hosts of 2011 and all the hosts will showcase their venue across the world while uniting the most influential women from the worlds of fashion, arts, media and society.

The Global Sponsor...
Since the launch of Champagne for Life in 2011 globalpr.net the FREE pr platform for press, media, agencies, brands, individuals and events is proud to be an official worldwide sponsor and looks forward to reflecting in the sparkling success of Champagne for Life as it moves to the four corners of the world.

The Global roll out...
Champagne for Life is excited to be spreading its wings over the next 18 months to 100+ city's across the world including London, Paris, New York, LA, Madrid, Sydney, Dubai, Mexico City and Monte Carlo to name but a few. This will ensure that all Champagne for Life holders are not only VIPs when at home but as importantly when they are abroad.

Never drink alone...
As a special offer on joining as Champagne for Life today, receive a second complimentary Champagne for Life opportunity worth £500 to gift to your closest girlfriend! Free Holdings also encompasses subsidiary brands: Cocktails for Life, Key-2 Luxury Properties and recently acquired Pemberton & Milner leatherwear. Most recently Palladium PR, Coffee 4 Life, Golf for Life, Shooting for Life, Fishing for Life, Children for Life, and Pure Luxury.

The Directors and Founder...
Luxury lifestyle expert David Johnstone and hedge fund impresario Lord Stanley Fink first became business partners in 2007 when Fink impressed by the Key-2 Luxury brand teamed his name with Johnstone.

Free Holding group is an exciting conglomerate of Luxury Lifestyle brands that support each other through a synergy of elements. Ever increasing and always surprising, watch this space!

For further information please visit:
Champagne for Life
Key 2 Luxury
The Global Charity Trust The Global Party globalpr.net Free Holdings
www.champagneforlife.com www.key2luxury.com
www.theglobalcharitytrust.org www.theglobalparty.com
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Press Office including Images past press, images and further releases and much more at: