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Booth: 605

P R E S S R E L E A S E

A new way of living student life in London returns to NAFSA, Washington DC

Nido, the brand new concept in student living, will return to NAFSA (National Association for Study Abroad) on May 25-30 being held in Washington DC.

This will be the 3rd occasion for Nido to exhibit at the annual conference and create awareness about the Nido accommodation concept within the North American market.

Nido, meaning 'nest' in Spanish and Italian, gives aspiring students the freedom to live London their way. Nido King's Cross, which is located in the heart of London, is the first scheme, with a second site, Nido Spitalfields, expected to open in 2010. The brand will also become International when Nido Barcelona is completed in 2010.

First-class stylish living with all the on-site and communication facilities that students require is exactly what Nido offers. It develops intercultural student communities and offers a safe and secure environment that every student needs when living away from home. Residence Manager Terence Treadwell and Residence Life Coordinator Nikolina Camaj, offer residents 24 hour support and advice, as well as an ongoing programme of events to allow students to interact and feel like they are part of a community.

Nido King's Cross is an impressive two-tower landmark and is the largest student accommodation under one roof in London. The scheme is within 5 underground stops of all major London universities and only 5 minutes from Eurostar. King's Cross provides essential travel connections across London and the UK.

As an independent student accommodation facility, the multicultural mix of students from a broad range of national and international universities and colleges is a unique quality of Nido, offering a diverse and social community environment. 49% of the student population is made up of students from the USA with other residents consisting of; UK 13%, India 5.5%, Korea 3%, Greece 2%, Cyprus 2%, Germany 2.2%, Spain 6%, Others 27%.

The arrival of 300 New York University students in January 2008 was a further addition to Nido's international mix and brought the total residency to 900. Nido is now 81% occupied and thriving with a vibrant student population.

The high level of accommodation offered at Nido is a rare find in London with the demand for quality accommodation consistently exceeding the supply. A 2008 UK Student Accommodation Market survey by King Sturge found that of the 251,515 students attending London universities full time, only 40,748 beds are available within university-owned halls of residence.

Maureen McDermott, Manager of European Student Accommodation at Nido Student Living-London, said,

“The demand for student accommodation in London is constantly increasing, with the number of overseas students having risen 67% in the past decade. One of the main messages that we are getting across is that Nido is more than just a place to live. Students won't just get four walls and a bed but a range of campus-style facilities, commons rooms, study rooms, a screening room and a gym. Whether they are first year or completing their degree, post graduates, short-term students or those attending study abroad programmes, Nido is designed to enable those who make it their home, to interact, make friends or be calm and peaceful where concentration is most needed. Exhibiting at NAFSA is an important move in communicating this message”

Nido acts as a magnet attracting students from all over the world, who can connect with like-minded people. Whether they are first year or completing their degree, post graduates, short-term students or those attending study abroad programmes, Nido Student Living is designed to enable those who make it their home to interact and make friends or be calm and peaceful where concentration is most needed.

Nido London is next to Europe's most important transport link, Eurostar. Paris is within two hours of Nido's doorstep, Brussels is even nearer. King's Cross London is being transformed into an economically and culturally vibrant destination for everyone. It is on the cusp of becoming a world-class area, full of thriving businesses, shopping, restaurants and a community rich in history, art deco architecture mixed with contemporary structures.

Nido's 3rd year at NAFSA will enable students from the North American Market to learn about the high quality of accommodation and facilities that the brand has to offer, helping to make their move and decision process as easy as possible.

For further information please contact Maureen McDermott, Nido Student Living Manager of European Student Accommodation on +44 (0)207 778 9260.

Visit www.nidostudentliving.com.

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Nido London
King's Cross specification and pricing

- Two towers with 846 ensuite rooms, accommodating 1,045 residents.
 - 616 single studio with study area, kitchenette and shower room
 - 199 twin rooms for shared living with shower room and communal kitchen
 - 31 rooms for students with disabilities
- Quality in-room furnishings
 - Innovative kitchenettes
 - Ample storage
 - Floor to ceiling windows, many rooms with fabulous views of London
- Building Features
 - A multi purpose lobby area that is used to host events, showcase student projects whether art, video, painting, sculpture, and communal computers
 - 24 hour security
 - Fitness Centre
 - Dedicated resident café, other shops/restaurants with public access
 - Screening Room
 - Courtyard
 - Group Study Rooms
 - High speed internet/VOIP system in room, and Wireless in the lobby area
 - Classroom and visiting faculty space
 - Basement of 41 car parking spaces
 - 250 bicycle storage spaces

PRICES PER PERSON PER WEEK

SUMMER 2008

TWIN

From £160

SINGLE STUDIO

From £210

ACADEMIC YEAR 2008/2009

CONTRACT TERM OPTIONS

TWIN

N/A
 From £160

SINGLE STUDIO

From £220
 N/A

50+ weeks
Semester

NOTES TO EDITORS

Nido Student Living is owned and operated by The Blackstone Group who is undeniably well known for its pioneering ideas to deliver innovative development projects. They acquired the former landmark site of the Nat West offices in 2005 originally built in the 1970's and 1980's, which has since undergone a major re-development, transforming it into state-of-the-art student accommodation.

Nido King's Cross is The Blackstone Group's first student accommodation development with the brand being rolled out in the UK and internationally.