



## **PRESS RELEASE**

**North West Regional Co-ordinator**

**23rd November 2010**

### **HOSPITALITY ACTION APPOINTS CO-ORDINATOR FOR THE NORTH WEST**

Dawn Holding is the new North West Regional Co-ordinator of Hospitality Action the industry's benevolent organisation. As Managing Director of Spirit Marketing and with over 20 years' communications and public relations experience, Dawn will bring her vast hospitality knowledge to the charity in a bid to raise awareness and additional funds.

"Hospitality Action is an extremely important part of our industry and I feel that it is hugely important that its work is supported across the regions. I look forward to having a hands on role in encouraging the industry in the North West to get more involved with this fantastic charity," said Dawn Holding.

In 2009 Hospitality Action assisted 56 people in the North, spending a total of £34,653 on beneficiaries for reasons including life altering illnesses such as cancer and Multiple Sclerosis as well as those suffering from poverty, and domestic violence.

Here is just one person's story:

For nearly 30 years Annie Giles-Quinn worked for the hospitality industry in the North West. After separating from her husband it was left to Annie to financially support her two children. As a single mother times were tough but Annie gained confidence and the family pulled together. Then tragedy struck. Annie was diagnosed with breast cancer on two separate occasions and was also registered blind. Depressed and lonely she turned to Hospitality Action for help who were able to provide for Annie when no one else could.