

Yorkshire Hotel Brings Back Much-Loved Director of Fun

The Grand Hotel & Spa, York has appointed a familiar face to its 'board'



In 2009, six-year-old Sam Pointon was appointed 'Director of Fun' by the National Railway Museum in York – fast-forward eight years and the teenager is back to take on a new 'board' role with a leading Yorkshire hotel.

The Grand Hotel & Spa, York – Yorkshire's only AA 5-star hotel – has appointed 14-year-old Sam as its very own 'Director Of Fun & Families' and will lead a campaign to help children get the most out of their visits to York.

Sam's first job as Director Of Fun & Families has been to produce a series of six video blogs revealing his top tips for children to do in York, including family-friendly places to eat, things to do for free, as well as historic York.

Sam will be a kid consultant for the hotel, helping with everything from menus and recipes, in-room entertainment and seasonal city guides, through to suggesting family-friendly activities and promotions.

Sam Pointon, 14, Director Of Fun & Families at The Grand Hotel & Spa, York, said: "I literally jumped at the chance to become the Director Of Fun & Families. The hotel wrote to my Dad to ask if I'd like to help them with family-friendly stuff to do in York – I'm guessing there aren't many kids who've done this sort of thing before.

"I've started with some vlogs and each week over the summer I'll be sharing a new video with stuff I think will be good for children – and their mums and dads – to do and see in York."

Philip Bolson, General Manager of The Grand Hotel & Spa, York, said: "We are very excited to welcome Sam to the team. He is full of brilliant advice for young people visiting York and will help us enhance our family-friendly activities at the hotel."

Michelle Brown, Marketing Manager, Visit York, said: "It's brilliant to be involved in such a family-focused campaign. York has an abundance of events happening over the summer holidays and Sam has certainly provided plenty of options for the whole family to enjoy!"

Sam's video blogs, available to view at www.thegrandyork.co.uk/director-of-fun-families will include:

- Family Friendly Locations To Eat
- Free Days Out In and Around York
- York Must-See
- Things You Can Only Do In York
- Walks In And Around York
- Things About Historic York