



IS| **SPLENDID**
Hospitality

In aid of
mind
for better mental health
Hertfordshire

Throughout August, eight members of our Splendid Family have gone above and beyond for a charitable cause of their choosing. While many companies support a charity by typically holding a bake sale or a muffy day, eight members of our Splendid Group, coined the Super Eight, have gone above and beyond by running a staggering 601 miles for Hertfordshire Mind Network!

From Holiday Inn Express Gatwick Crawley in the south to Holiday Inn Express Glenrothes in Fife, and every hotel in between, the Super Eight will be 'running' to each hotel to raise money for Hertfordshire Mind Network, to aid the people in the Hertfordshire community who suffer from poor mental wellbeing.

Each hotel they reach will additionally donate five rooms to the cause.

Mind UK is one of the UK's leading charities dedicated to mental health and wellbeing. Starting in 1976, Mind has branched out into smaller areas giving support for those in localised areas. Hertfordshire Mind Network pledges to fight the corners for those in crisis, frequently host activity and training seminars to aid better mental wellbeing and mindfulness and have a hotline for those in crises, to name a few.

Marc Saunders, Group Head of Marketing & Communications said "Raising money for charity is one thing, but we wanted to go all-out for Mind Hertfordshire. Raising awareness and openly supporting charities dedicated to mental health is something we hold close, both personally and in our core values as a group. The response from Mind Hertfordshire was overwhelming, so we know we've definitely made the right choice of charity to support."

As of today, the group has made it to every hotel in London in just two days and are currently enroute to Reading! Each mile the Super Eight runs will be added to their total distance to work out which hotel they arrive at, and when!

Live updates of the Super Eight's progress are being featured on each hotel's social media, to hopefully gain traction for donations and creating a sense of excitement among the group as a whole.

The Group's stance on mental wellbeing has set a tone for industry standards. What, in another age, would be previously ignored or written-off as a 'bad day' has systematically created a negative stigma around poor mental health, especially among low-income earners in industries where full flexibility is almost always necessary. Splendid Hospitality Group's continued support of creating an environment for positive mental wellbeing addresses the stigma of poor mental health among the group, realising poor mental health has the same effect on a person's livelihood as poor physical health does.

Hertfordshire Mind Network have responded to our social accounts announcing the fundraiser with overwhelming support. A representative from Hertfordshire Mind Network commented "A huge thank you from all of us at Hertfordshire Mind Network! We are really looking forward to following the team on their journey over the coming weeks! Your support will make a huge difference to our services. Thank you!"

Any donation, no matter how big or small, aids Hertfordshire Mind Network's cause greatly. If you are able to donate to the charity, please use the link here.

Stay tuned on our hotel's social media to see where the Super Eight will hit next!

Help us to raise money by donating to
www.justgiving.com/fundraising/splendid601

