

Hospitality
Action

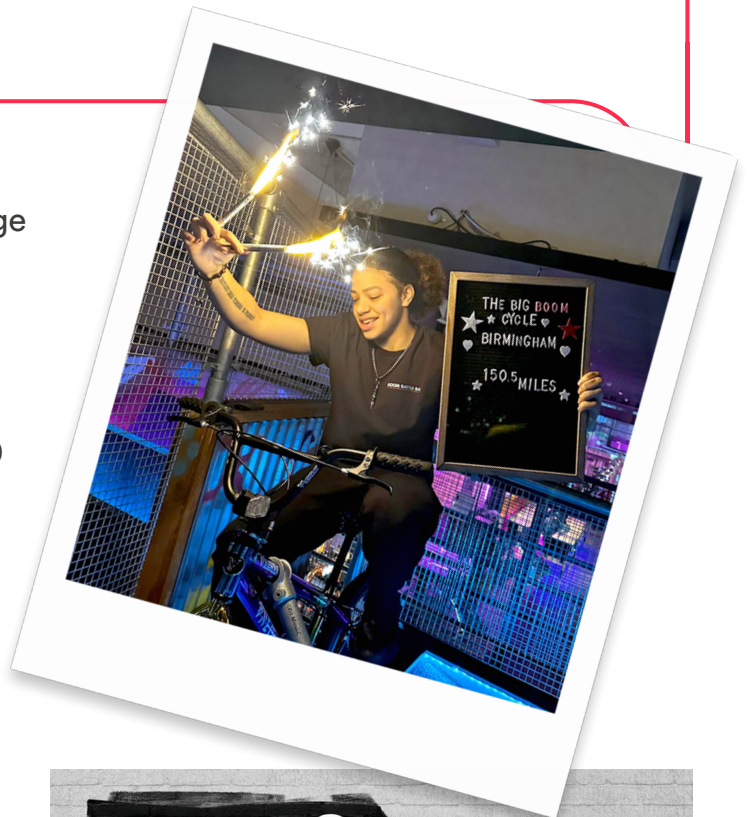
Boom Battle Bar's Static Charity Bike Ride.

The remarkable team at Boom Battle Bar went above and beyond by cycling 4,400 miles in our honour. Known for their high-octane energy and adventurous spirit, the challenge brought together employees and supporters alike, who pedalled tirelessly to hit their milage target, fundraising along the way.

Ellis Bowden, UK Training Manager, explains why the group decided to raise funds for Hospitality Action.

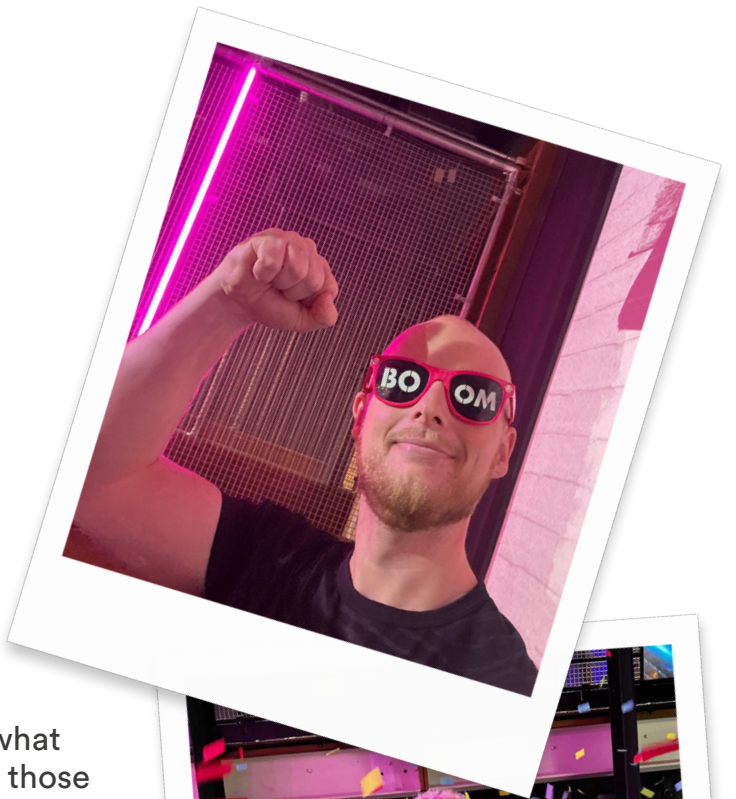
"We love the work that Hospitality Action do and so we decided to set up a challenge which all our venues could join in with, to raise awareness for such an incredible cause. As our big opening this year is in Cambridge and our furthest venue is in Dubai, we decided to set our teams and supporters the challenge of cycling 4,400 miles, the distance between the two.

We're no expert but most helpful for our successful fundraising was getting our teams buy-in. As we are a competitive socialising business within the hospitality industry, it felt only right that we held an event that really got our team members fighting for top spot and that's exactly what they did. Our teams were competitive with each other on all angles of this event, including who could ride the most miles and who could raise the most money! And always have fun whilst doing it. Yes, it's a serious task but you've got to enjoy spreading awareness for the epic charity you've chosen.



We decided to fundraise for Hospitality Action as even though we know that working in hospitality can be super fun and exciting, for some people going through a tough time in our industry, it's not always that. Hospitality Action were the perfect charity for us to raise funds for because the support, guidance and help they give to individuals in need is incredible. We wanted to raise money for and increase visibility of this great charity.

Two of our values at Boom Battle Bar are that we power up by connecting with others and that we're passionate about creating safe spaces. Both values perfectly align with what Hospitality Action focus on delivering for those within our industry in crisis."



If you or your business would like to follow Boom Battle Bar's example and undertake a challenge that suits your company ethos, please contact:

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Registered Charity No. 1101083.

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