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PRESS RELEASE

STAFF AT ELEGANT RESORTS WELCOME BAKE-OFF STAR AT UKRAINE FUND RAISING EVENT

On Wednesday 23rd March 2022, staff from Elegant Resorts, a Chester based luxury tour operator, hosted an exciting day of fundraising activities in partnership with luxury expedition company The Adventure Boutique, to support the people of Ukraine.

Through his experience in adventure travel, Adventure Boutique founder Dr Raj Joshi witnessed the many challenges that the world faces. In 2015 The Adventure Boutique Foundation was born, to help improve the livelihoods of people and communities around the world, with the team currently setting up humanitarian operations within Ukraine, close to Lviv, to help refugees by providing food, clothing, shelter and if need be, further transportation out of the country.

To show support for the charity, staff at Elegant Resorts wore blue and yellow throughout the day. As well as this, the company also hosted a bake-off competition, with staff baking and baking a range of tasty delights, with the winner being judged by Great British Bake-Off 2019 champion David Atherton. As soon as the winner was announced, all of the delicious creations were sold to raise further funds. Dr Raj also addressed staff, sharing his personal experiences of working in Ukraine, and, in an emotional video-call conversation, contacted two families in Ukraine to show them the support that they have from the people of Elegant Resorts. Finally, a fundraising raffle was held, with prizes provided by partners including Hilton and Jumeirah.

By the end of the day, the team at Elegant Resorts raised over £900.

Lisa Fitzell, CEO at Elegant Resorts said “We are delighted to have raised money to support the people of Ukraine through The Adventure Boutique Foundation. By speaking live to two families who are currently in Ukraine, we have witnessed first-hand how desperate the situation is and I am delighted that as a team we can support this wonderful charity who are working on-the-ground to make a real difference. I would also like to say a huge thank you to Dr Raj Joshi and David Atherton who helped us to make the day such a success”

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Above: The team at Elegand Resorts with Dr Raj Joshi and Great British Bake-Off 2019 champion David Atherton.



Great British Bake-Off 2019 champion David Atherton judging the Baking competition

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Great British Bake-Off 2019 champion David Atherton with Elegant Resorts Bake-off winner Jackie Potter

For further information on Elegant Resorts, please contact Charlotte Wilmots at Charlotte's Web PR. Telephone: 07867785091 Email: charlotte@charlotteswebpr.co.uk