

Press Release – Thursday 17th June

Travel advisor wins top award

Personal travel advisor Suzanne Wren has won a £3000 competition prize and is helping local hospice, Rowcroft at the same time. Named the 'Big Idea', travel consultants for large firm Personal Travel Advisors were tasked with dreaming up a new and unique idea to help market their business in the local area.

Torquay born Suzanne Wren decided that she could market her travel business at the same time as supporting a local charity close to her heart. Rowcroft cared for her father many years ago and she has since been a loyal supporter of the hospice. Suzanne pitched an idea to the travel group to sponsor one of the hospice's new fundraising events; Sea Swim South Devon due to take place in September. By doing so Suzanne's business logo would grace publicity materials and raise awareness of her travel services in the local area.

After being shortlisted and travelling to Future Travel's head office in Stoke-on-Trent to present her idea, Suzanne beat four other finalists with her innovative marketing idea and was crowned the winner.

"I am so pleased to have won and that Rowcroft will benefit from this too. The £3000 prize will be used as sponsorship and will cover the cost of putting on this new event and I will have the chance to reach a whole new audience who may like to use me to book their holiday," said Suzanne, who books all types of trips and holidays from cheap and cheerful packages to luxury bespoke honeymoons.

Sea Swim South Devon is one mile sea swim off the beach at Teignmouth, taking place on 12th September. The event welcomes swimmers of all abilities to take part and raise much needed funds for the hospice.

Laura Carus, Events Fundraiser for the hospice said, "We seek corporate sponsors for all our events and are really excited that we have gained this valuable financial support, and in such a unique way. We are very grateful to Suzanne for thinking of Rowcroft and congratulate her for winning the big prize."

For more information on Sea Swim South Devon visit www.rowcrofthospice.org.uk/events/seaswim or call 01803 210835. For more information on Suzanne and her services please call 08442 094 086 or visit www.personaltraveladvisors.co.uk/suzannewren.

Images: Suzanne Wren with her 'Big Idea' award.

