



SIR Geoffrey Newman, Chairman of the Marine Conservation Society (MCS) accepts a cheque for over £2,500 from staff and guests at the Primrose Valley Hotel on Wednesday (July 26). Pictured left to right (foreground) are, Sir Geoffrey; guests Alison Probyn, Karen Bennett and Claire Mastin; Rose Clegg of Primrose Valley Hotel and hotel proprietors, Sue and Andrew Biss.

Unique fundraising for MCS

WEDNESDAY (July 26) saw the Marine Conservation Society (MCS) presented with a cheque for more than £2500 raised through a unique and innovative scheme at the Primrose Valley Hotel, St. Ives.

The hotel raised the funds by asking each guest to make a voluntary donation of £1 per night of their stay.

Hotel owner Andrew Biss comments: "This suggestion has been met with fantastic support, and together the hotel and our guests have been able to make an important contribution to MCS's vital conservation work."

MCS Chairman, Sir Geoffrey Newman, personally collected the donation on Wednesday.

The Marine Conservation Society is the UK charity dedi-

cated to caring for our seas, shores and wildlife. Primrose Valley Hotel is a 'Platinum Level' MCS corporate supporter and was the first hotel in Cornwall to introduce a 'visitor payback scheme' as part of an integrated approach to sustainable tourism, working closely as an Ambassador of the Cornwall Sustainable Tourism Project, COAST.

By adding one pound per room per night, £2,500 (to end June 2006) has been raised since its introduction in April 2005. With 2006 seeing the introduction of two more rooms and a longer opening season at the Primrose Valley, future contributions should only increase.

Andrew Biss, adds: "We are all very proud of our relationship with MCS and the work

that they do and firmly believe that our contribution scheme has been a great way of engaging guests and gently raising awareness of the impact that we all have as visitors. We are heartened by the positive response that we have had from our guests and owe them a big thank you for contributing so generously."

Sir Geoffrey Newman, MCS Chairman, comments: "We are immensely grateful to the hotel team and their guests for contributing through this amazing and imaginative scheme. The wonderful thing is, this donation represents just the first year in an ongoing commitment by Primrose Valley which we hope will last for many years in support of our important work in saving sea life."