INDEPENDENT PUB COMPANY URGES “EAT ITALIAN AND HELP ITALY” WITH 72 HOUR FUNDRAISER #EATFORITALY

Friday 26 August, 2016

26th August 2016: As the horrors of the Amatrice earthquake continue to unfurl, and the scale of the devastation and the need for assistance becomes ever more apparent, one UK pub company has pledged to help by donating every penny they would get from the sale of all their Pizzas and pasta dishes to the Italian Red Cross in order to provide some care for the hard-pressed victims and their families.

Oakman Inns & Restaurants – the company which operates 17 sites across Southern England and The Midlands - has decided to raise funds to help the Italian relief effort. As a result, every one of its seventeen-strong collection will be donating the full net price of every pizza or pasta dish they sell for three days from **Tuesday 30th August to Thursday 1st September.** They will be telling all their customers over the next 48 hours and urging everyone to get on board the social media campaign to #EatForItaly.

CEO, Peter Borg-Neal, explains their decision: “At Oakman Inns, we have strong connections with Italy. Much of our menu is inspired by Italy and their traditional cuisine - and we therefore have a huge number of colleagues who are Italian. We have decided that we want to do something really meaningful to help the victims of this disaster. As a result, we will donate the full net price of every pizza or pasta dish sold next week for three days between Tuesday 30th August and Thursday 1st September to the Italian Red Cross. to help provide relief. If we sold our normal amount of dishes we would be sending a cheque for around £20,000 to Italy. I am hoping we will have to write a much bigger cheque.”

Over the past two years, all Oakman Inns have been adding authentic wood-fired Pizza Ovens into their pubs and Peter insists on training his principal Pizza chefs in Italy. “One of our restaurant teams only recently came back from training in Naples, and on Tuesday night, only a few hours before this terrible event, we were holding an internal competition to discover our best Pizzaiolo.”

The 6.2 magnitude earthquake struck at 3:36am on Wednesday morning and devastated the towns of Amatrice, Accumoli and the village of Arquata del Tronto in the northern Lazio region of Italy. The Italian Red Cross and many other Italian and European emergency forces plus thousands of volunteers are providing rescue services and relief efforts for the survivors many of whom have lost everything in the space of a few minutes.,

Hopes are dwindling of finding more survivors alive as aftershocks are continuing to hamper rescue efforts, and the number of people killed could yet surpass the last major earthquake to strike Italy in L’Aquilla in 2009 when more than 300 people were killed. The mayor of Amatrice, Sergio Pirozzi, said “Our heart is broken but will be resurrected”, whilst Italy’s prime minister, Matteo Renzi, has said “Today is a day for tears, tomorrow we can talk of reconstruction.”

ENDS

Editors’ Notes:

Here is a short url for this press release: http://ow.ly/Euoh303BFWD and a Dropbox link to selected graphics and images: http://ow.ly/5lV8303BHAG

For further press information or comment, please contact Belinda Boyd at 20-20 PR on 01793 780780 / 07831 488777 or email belindaboyd@2020pr.com

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About Oakman Inns & Restaurants. The company was founded by entrepreneur and its CEO Peter Borg-Neal in 2007 when he opened the Akeman in Tring which quickly won an award for outstanding design and conservation work with which the pub group has become synonymous.

The multiple award-winning company established the new concept of the ‘modern public house’ and has successfully transformed both historic and modern buildings into contemporary spaces that have a strong sense of identity and integration within the local communities they serve. The ‘*Oakman Collection’* comprises 17 distinctive ‘all-day, establishments across Buckinghamshire, Bedfordshire,

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Bristol, Essex, Hertfordshire, Northamptonshire, Oxfordshire and Warwickshire which have achieved a three-star rating from The Sustainable Restaurant Association.

Oakman Inns has won five Publican Awards in the last two years, has twice been listed in the London Stock Exchange's 1,000 Companies to Inspire Britain and, for the second consecutive year, has been listed in the top 50 of the prestigious *Sunday Times 100 Best Companies to Work For.*

www.oakmaninns.co.uk

PARTICIPATING PUBS OPERATED BY OAKMAN INNS

Bedfordshire:	White Hart – Ampthill
Bristol	The White Lion - Portishead
Buckinghamshire:	The Beech House – Beaconsfield
	The Akeman Inn – Kingswood
	Betsey Wynne – Swanbourne
Essex:	King's Head - Chipping Ongar
Hertfordshire:	Kings Arms – Berkhamsted
	The Beech House – St Albans
	The Akeman – Tring
	The Red Lion – Water End
Northamptonshire:	The Navigation Inn at Thrupp Wharf, Cosgrove
Oxfordshire:	The Crown & Thistle, Abingdon
	The Old Post Office – Wallingford
	Blue Boar – Witney
Warwickshire & West Midlands:	The Beech House – Solihull
	The Globe – Warwick
	Four Alls - Welford-on-Avon

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