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Scarborough's Black Point Inn Seeks to Help End Child Hunger in Maine through Stay It Forward Program

Hotel Partners with Full Plates Full Potential to Fund Local Projects to Connect Kids with Meals

Scarborough, Maine – The historic Black Point Inn on Prouts Neck, for well more than a century, has welcomed guests with the promise of a world class accommodations and lasting memories of summer in Maine. Recognizing that summer is a vastly different experience for 87,000 kids who struggle with food insecurity in the state, Black Point Inn has partnered with Full Plates Full Potential to help end child hunger in Maine.

Increasingly, consumers seek to do business with companies whose strategy includes making the world a better place. Through **Stay It Forward**, Full Plates Full Potential challenges hotels, inns, and bed & breakfasts to make a charitable donation per each occupied room night – typically \$1. Participating hotels and inns then invited their guests, through a series of messaging touchpoints, to learn more about child hunger in Maine and make a contribution of their own to help end it. Migis Hotel Group - the hospitality company that manages Black Point Inn – is the first in Maine to introduce the **Stay It Forward** cause-marketing program as a cornerstone of its social responsibility strategy.

“I’ve long appreciated the work that Full Plates Full Potential does to increase access to meals for the Maine kids who struggle with food insecurity,” said Peter Twatchman, Chief Operating Office at Migis Hotel Group. “For us, the **Stay It Forward** program is a turnkey way to expand our social engagement. What we love about **Stay It Forward** is that it not only provides us, as a business, an appealing opportunity to give to the community but it allows us to introduce our guests to a local cause they can support during their stay.”

According to Full Plates Full Potential Founder John Woods, the power of the program lies in its ripple effects. “It’s an infinite circle of goodwill,” said Woods. “The hotel raises awareness and funds to support our work; those who vacation in Maine are invited to help end child hunger as part of their visit; best practices for child nutrition programs are implemented at Maine schools, daycares, and child-focused non-profit; satisfaction and loyalty increases among hotel employees because they feel pride in being a part of company that supports their community; children have access to the nutritious meals they need to live happy healthy lives; and Maine is more successful for fostering an environment where kids are able to meet their potential. Peter Twatchman and Migis



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Hotel Group are leaders in Maine’s hospitality industry,” Woods continued. “We’re grateful to have them, through the Black Point Inn, as an early adopter of **Stay It Forward.**”

According to Black Point Inn General Manager Landace Porta, the inn’s staff was eager to adopt the **Stay It Forward** program. “Full Plates Full Potential is deploying solutions that make an immediate difference in the communities that we all live in. We have great hopes that our peers in Maine’s hospitality industry will join us in adopting **Stay It Forward** so, together, we can end child hunger in our beautiful state”

Full Plates Full Potential is deploying cause marketing programs for a variety of consumer-forward businesses including restaurants, retailers, food producers, and manufacturers. For more information, contact info@fullplates.org.

Black Point Inn is a historic Maine hotel located on Prouts Neck, just minutes from bustling Portland. Presiding over one of the most spectacular settings along Maine's ruggedly beautiful coastline, the Inn is nestled on lushly landscaped property surrounded by water and beaches on three sides. Featuring two superb on-site restaurants and a geo-thermally heated pool, Black Point Inn is the ultimate destination for those seeking a glimpse into Maine's unique history, while enjoying the comforts of modernity. The hallmarks of this historic Maine inn--the unhurried pace, gracious charm, and attentive service--make it ideal for romantic getaways, Maine family vacations, and in the off-season, small business meetings and weddings. Black Point Inn is managed by the Migis Hotel Group, a family-run, Maine-based, and hotel management company founded in 1968 operating boutique hotels, destination resort properties, and award-winning dining facilities, in Maine, Vermont, Massachusetts, and South Carolina. (blackpointinn.com)

Full Plates Full Potential mission is to end child hunger in Maine where 87,000 kids struggle to access the reliable, nutritious meals they need to thrive. By removing barriers that keep these children from benefitting from the proven, effective, efficient nutrition programs for which they are eligible, Full Plates Full Potential connects Maine kids with existing nutrition programs and builds new ones when needed across the state. They support proven initiatives like the school lunch program and seek to expand lesser accessed programs like breakfast and summer meals programs. This work is accomplished by through Full Plates Full Potential’s network comprised of nonprofits, private citizens, government officials, business leaders whom are called upon to include child hunger solutions an integral aspect of their strategy. (fullplates.org)

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