

YOUR EXAMPLE CLIENT

 Client Name:

Maya Thompson

 Location:

Durham, UK

 What she does:

A 22-year-old food & lifestyle vlogger

- Runs a TikTok + YouTube channel called “*Maya Bites*”
 - 85,000 TikTok followers
 - 30,000 YouTube subscribers
 - Posts: street food reviews, hidden cafes, budget eats, “day in Durham” content
-

 The “news event” you’re covering:

Maya has just:

- 👉 Raised £3,000 through her audience
- 👉 Donated it to a struggling local café called “The Green Spoon”
- 👉 The café is known for vegan food but is struggling due to rising costs
- 👉 Maya also filmed a mini documentary about it

Local creator supports independent café through audience-funded donation

Durham, UK - 30 June 2026 - Maya, who runs a TikTok and YouTube channel named "Maya Bites," has just raised over £3,000 and donated it to a struggling local vegan restaurant.

Over the space of just three years, Maya has managed to amass over 120,000 followers across YouTube and TikTok. She recently visited a local restaurant, known as 'The Green Spoon,' who have a local reputation for selling absolutely incredible vegan food. Unfortunately, due to rising costs, the restaurant has been struggling, and even on some days has to close earlier just to save on electricity bills.

When Maya saw this, she was devastated, saying on her video;

"I have visited this restaurant about ten times. I love it! It really is a shame."

Therefore, after posting the videos to social media, she decided to donate all revenue to the restaurant. The videos have gained over 500k views on both platforms, and have made a whopping £3,000 in revenue.

Paul, the owner of The Green Spoon, said in an interview;

"Times have been rough lately. Footfall has dropped considerably and bills are rising at such a rate, we would likely not have been able to pay rent for much longer. I am very thankful that Maya decided to donate all of her earnings to us. It will help massively, and I hope she visits us again soon."

Maya has also created a documentary about this, which can be watched for free on YouTube and TikTok.

Luminym Media
PR & Talent Management Dept.
Contact: LuminymMediaUK@Outlook.com