P R E S S R E L E A S E

FROM: Room to Reward

DATE:

F O R I M M E D I A T E R E L E A S E

Z HOTELS JOIN ROOM TO REWARD

Room to Reward are delighted to announce Z Hotels as the latest hospitality group to join the industry charity. All 13 properties have pledged to donate breaks in unsold rooms to nominated volunteers from charities and communities across the U.K.

*“We are very happy to be joining this brilliant initiative,”* said Bev King, CEO of Z Hotels*. “It’s a fantastic way to put our unsold rooms to great use and recognise the invaluable contribution these inspirational volunteers make. We look forward to welcoming some Hidden Heroes through our doors soon.”*

Founded in 2015, Room to Reward now partners with approximately 450 hotels located throughout the U.K. The charity aims to utilise wasted assets to create memorable experiences and say ‘thank you’ to people who give up their time to help and make a difference to charities and their communities.

To date, over 800 Hidden Heroes have been nominated for a Room to Reward break from more than 400 charities. Approximately £400,000 worth of breaks have been donated and the charity hopes to reach £1million by the end of 2020.

*“Our charity is only as strong as the hotels who back it,”* said Adam Terpening, Director of Room to Reward. *“With that in mind, we are absolutely thrilled welcome Z Hotels as our latest partners.*

*Their collection will give the Hidden Heroes nominated to us even more fantastic choices for a well-earned break. We are hugely grateful to Bev and the team for their wonderful support.”*

For more information on Z Hotels, visit: [www.thezhotels.com](http://www.thezhotels.com)

For more information on Room to Reward, visit: [www.roomtoreward.org](http://www.roomtoreward.org)

**Notes for Editors**

‘Room to Reward’ is unique charity created to say ‘thank you’ and give some time back to the Hidden Heroes – inspirational volunteers who give up their time to make a difference to those in need. Room to Reward works on a simple premise. Hotel partners donate their anticipated unsold rooms to the scheme, charities and community groups nominate their ‘Hidden Heroes’ for a break, Room to Reward bring it all together. Since its launch in 2015, over 400 hotels have joined the scheme. Over 650 Hidden Heroes have been nominated from various charities and in excess of £200,000 worth of hotel breaks have been donated.

<http://www.roomtoreward.org/>   
  
Registered Charity 1160675

Photo Captions:

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