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

FROM: Room to Reward

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

Room to Reward Partner with St John Ambulance Everyday Heroes Awards

*Unique Initiative will arrange a free break to winners of volunteer categories*

Room to Reward are delighted to recognise and reward St John Ambulance volunteers at the first aid charity’s annual Everyday Heroes impact awards by arranging a complimentary short break for each of the volunteer category winners.

Room to Reward is a unique volunteer-recognition charity with roots in the hospitality sector and works on a simple premise. Hotels donate their anticipated unsold rooms to the initiative, who then invite other registered charities to nominate their Hidden Heroes – inspirational staff and volunteers who go above and beyond in their dedication and impact – for a break.

The Charity’s Director, Adam Terpening, said: *“We are thrilled to be partnering with St John Ambulance to help give something back to their inspirational volunteers. Room to Reward was created to say ‘thank you’ to ordinary people who do extraordinary things, who truly make a difference and make the world a better place through their actions.*

*We all know someone who has benefited from the amazing work St John Ambulance do and it’s a privilege for us to be part of the ceremony.”*

The Everyday Heroes Awards celebrate those that step forward and make a difference when it matters most. The volunteer section of the ceremony will recognise outstanding contributions across a range of categories, including training, fundraising, support and events.

Tony Gibney, Volunteer Engagement Manager for St John Ambulance, said: *“Our volunteers are essential to the success of our charity. Quite simply, we couldn’t do what we do without them. To be able to give something tangible in recognition of the outstanding contribution and difference they make by volunteering for health in communities is fantastic. Thanks to Room to Reward for making it possible.”*

Founded in 2015, Room to Reward now partners with over 200 hotels throughout the U.K. More than 270 Hidden Heroes have enjoyed a complimentary short break and in excess of £125,000 worth of hotel stays have been donated.

For more information on how Room to Reward gives back to society’s Hidden Heroes, visit: [www.roomtoreward.org](http://www.roomtoreward.org)

For more information about the St John Ambulance Everyday Hero Awards, visit: <http://www.sja.org.uk/everydayheroes>

**Notes for Editors**

‘Room to Reward’ is an exciting new registered charity that was launched in July 2015. Since its launch, over 180 hotels are now supporting the scheme. Over 250 hidden heroes have been nominated from various charities. ‘Room to Reward’ is the first of its kind in the hospitality industry. Hotel partners donate their anticipated unsold rooms to reward deserving charity workers with complimentary hotel breaks across the UK.

<http://www.roomtoreward.org/>

Registered Charity 1160675

Photo Captions:

St John Ambulance is the charity that steps forward in the moments that matter to save lives and support communities. Its highly trained volunteers keep people safe at events nationwide, springing into action to help with medical incidents and emergencies. The organisation also helps the NHS by responding to some 999 calls, as well as transporting patients safely. And every year around 500,000 people, including children and young people, learn how to save a life through its first aid training. St John Ambulance has saved lives and relieved suffering for over 140 years, and – with the support of the public – will do so for decades to come.

Please visit www.sja.org.uk/everydayheroes page for more information #MyEverydayHero  @stjohnambulance

For further information, contact joe@roomtoreward.org or pr@sja.org.uk