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

ICONIC LUXURY HOTELS JOIN ROOM TO REWARD CHARITY

Room to Reward are delighted to announce a new partnership with the award-winning Iconic Luxury Hotels which will see all 4 properties join the unique charity.

Cliveden House, Chewton Glen and 11 Cadogan Gardens join existing partner The Lygon Arms as part of the initiative, which gives complimentary breaks in unsold rooms to Hidden Heroes from the charity sector.

Adam Terpening – Charity Director of Room to Reward – said: *“We are absolutely thrilled to have the rest of the Iconic Luxury Hotels collection join our scheme. These four stunning properties give the Hidden Heroes a fantastic choice and also demonstrate that Room to Reward is a simple initiative that works for the very best hotels. We are hugely grateful for this wonderful support.”*

Cliveden House was the venue of choice for Meghan Markle before her wedding to Prince Harry and life at the hotel was also documented in the popular ‘A Very British Country House’ television series on Channel Four in 2018.

Andrew Stembridge, Executive Director of Iconic Luxury Hotels said: “*We are delighted to be part of this brilliant charity. Room to Reward is such a simple way to put rooms that would otherwise sit empty to great use. It’s an easy thing for hoteliers to be part of and we look forward to welcoming our first Hidden Hero.”*

Last year, the hotel industry donated approximately £150,000 worth of breaks in unsold rooms to inspirational individuals from the charity sector.

*“The response of these wonderful people and the impact a Room to Reward break has on them is humbling and very special,”* said Mr. Terpening. *“Every day, we read amazing stories of people who really make a difference. The support of our hotel partners enables us to have the privilege of saying ‘thank you’ to them.”*

For more information about how Room to Reward and the hotel industry are helping charities give back to their Hidden Heroes, visit [www.roomtoreward.org](http://www.roomtoreward.org).

For bookings, events and more information about the properties in the Iconic Luxury Hotels collection, visit [www.iconicluxuryhotels.com](http://www.iconicluxuryhotels.com).

**Notes for Editors**

‘Room to Reward’ is unique charity created to give back to those who do so much for others. Room to Reward works on a simple premise. Hotel partners donate their anticipated unsold rooms to the scheme, charities nominate their ‘Hidden Heroes’ for a break, Room to Reward bring it all together. Since its launch in 2015, over 300 hotels have joined the scheme. Over 450 Hidden Heroes have been nominated from various charities and in excess of £150,000 worth of hotel breaks have been donated.

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

Registered Charity 1160675

Iconic Luxury Hotels, is a collection of England’s finest iconic hotels which includes Chewton Glen in Hampshire, Cliveden House in Berkshire, 11 Cadogan Gardens in the heart of Chelsea, and The Lygon Arms in the Cotswolds. Each property has its own character but they share a common commitment to delivering outstanding experiences.

[www.iconicluxuryhotels.com](http://www.iconicluxuryhotels.com).

Photo Captions:

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