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

SIR ANDREW GREGORY JOINS ROOM TO REWARD AS AMBASSADOR

Room to Reward are delighted to welcome the Chief Executive of SSAFA - Lieutenant-General Sir Andrew Gregory - as the latest ambassador for the unique hospitality charity.

Room to Reward utilises donated anticipated unsold rooms to give ‘thank you’ breaks to outstanding charity volunteers. Sir Andrew, who is also the Master Gunner, St James’ Park, joins the ranks of hospitality and charity leaders giving their support to the scheme.

Following the appointment, Sir Andrew said:  *“I am delighted to be named as an Ambassador for Room to Reward. SSAFA, the Armed Forces charity, is proud to have a network of nearly 6,000 volunteers who support those who serve this Nation, veterans and their families when they are in need, assisting over 73,000 people last year.*

*“We are thrilled that this partnership provides us with an opportunity to thank those of our volunteers who have contributed so much to the charity and to our clients. SSAFA seeks to create independence and dignity amongst those we assist; working with Room to Reward allows us to value those who so generously give their time to achieve this outcome.”*

Last September, more than 20 of SSAFA’s Hidden Heroes from the South West and Wales regions enjoyed a night away, champagne reception and a three course dinner, all generously donated by Clevedon Hall, through Room to Reward.

Announcing the addition of Sir Andrew Gregory as an Ambassador, Room to Reward Charity Director – Adam Terpening – said: *‘We are absolutely thrilled to welcome Sir Andrew as an Ambassador. It has been our pleasure and privilege to work with SSAFA in recognising and saying ‘thank you’ to their Hidden Heroes who do so much for our military personnel and families.*

*His appointment confirms the appreciation and support of major national charities for what Room to Reward provides and will, I’m sure, encourage more hotels to get on board and donate their unsold rooms.”*

Sir Andrew joins Mark Lever, Chief Executive of the National Autistic Society and Tracy Bleakley, CEO of Hospice UK as leading charity Ambassadors of the initiative.

For more information about SSAFA and their support of the UK’s armed forces, veterans and families, visit [www.ssafa.org.uk](http://www.ssafa.org.uk).

For more information on how Room to Reward is thanking and giving some time back to society’s Hidden Heroes who give so much to others, visit [www.roomtoreward.org](http://www.roomtoreward.org).

**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 330 hotels have joined the scheme. Over 450 Hidden Heroes have been nominated from various charities and in excess of £180,000 worth of hotel breaks have been donated.

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

Photo Captions:

For further information, contact [joe@roomtoreward.org](mailto:joe@roomtoreward.org)