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

RICK STEIN JOIN ROOM TO REWARD

Room to Reward are absolutely delighted to announce the addition of Rick Stein properties to the unique hospitality charity. 5 properties in Padstow – The Seafood Restaurant, Prospect House, St Petroc’s, Rick Stein’s Café and St Edmunds House – will donate unsold rooms to the scheme, which enables charities and community groups to give *‘thank you’* breaks to their inspirational volunteers.

The group is the latest collection to join the rapidly growing initiative.

*“It’s such a brilliant idea accommodating unsung heroes in our unsold hotel rooms,”* said Rick Stein. *“A small way of expressing our admiration for them and all that they do.”*

Jill Stein – co-founder of the business – added: *“We are very proud to be involved with this charity, enabling us to give back to all these amazing men and women who volunteer their time to help others.”*

Founded in 2015, Room to Reward has grown into a leading initiative in both the hospitality and voluntary sectors. Over 500 hotels have signed up to donate a handful of unsold rooms each year. Collectively, the industry has enabled over £500,000 worth of breaks to be taken by more than 1000 volunteers, at virtually no cost.

*“We are thrilled – and extremely proud – to welcome Rick Stein to our collection,”* said Adam Terpening, Charity Director of Room to Reward. *“The properties are all stunning, as you’d expect, but to have the backing and endorsement of such a celebrated chef and personality is also a fantastic boost for our charity’s reputation and presence in the industry.*

*Every day, we read wonderful stories of ordinary people doing extraordinary things., making a difference where it’s needed most. Room to Reward was created to recognise this dedication and give some time back to the Hidden Heroes to take for themselves. The support of our wonderful hotel partners makes it possible and we are hugely grateful to everyone at Rick Stein’s for their fantastic support.”*

Room to Reward aims to have donated £1million worth of breaks to thousands of volunteers across the U.K. by the end of 2020. Find out more about the charity’s mission and message at [www.roomtoreward.org](http://www.roomtoreward.org).

For more information on eating and staying at Rick Stein properties, visit [www.rickstein.com](http://www.rickstein.com).

**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 500 hotels have joined the scheme. Over 980 Hidden Heroes have been nominated from various charities and in excess of £500,000 worth of hotel breaks have been donated.

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

Registered Charity 1160675

Photo Captions:

For further information, contact joe@roomtoreward.org