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

ROOM TO REWARD PARTNER WITH COACHING INN GROUP

The Coaching Inn Group have given full support to hospitality charity Room to Reward and added all properties to the unique initiative which uses unsold rooms to give charity staff and volunteers a well-earned break.

The Coaching Inn Group comprises 15 properties located across the U.K. They join over 300 other hotels who partner with the charity.

*“We are delighted to have The Coaching Inn Group on board,”* said Adam Terpening, Room to Reward Charity Director. *“They have a wonderful collection of hotels and their fantastic support enables us to offer a great choice to the Hidden Heroes.”*

Room to Reward works on a simple premise. Hotels donate their anticipated unsold rooms to the scheme, who then invite registered U.K charities to nominate their Hidden Heroes – inspirational staff and volunteers who go above and beyond in their dedication and commitment – for a complimentary break.

*“We are thrilled to be joining Room to Reward,”* said Kevin Charity, CEO of The Coaching Inn Group. *“As soon as we heard about the charity, it was an easy and obvious decision to be part of it and use our unsold rooms to say ‘thank you’ to those who make a difference in our society.”*

In 2018, the hospitality industry donated approximately £150,000 worth of breaks in unsold rooms to Hidden Heroes from charities all over the U.K. Room to Reward hopes to double that number this year.

“We are hugely grateful to Kevin and his team for their wonderful support. Our hotel partners are the ones who make our initiative possible and enable us to have the pleasure of arranging a short break for these inspirational people.”

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

For more information about accommodation, restaurants and more in The Coaching Inn Group, visit: [www.coachinginngroup.co.uk.](http://www.coachinginngroup.co.uk.)

**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

Photo Captions:

For further information, contact joe@roomtoreward.org