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

NINE GROUP HOTELS JOIN ROOM TO REWARD CHARITY TO GIVE BACK TO HIDDEN HEROES

Nine Group Hotels have become the latest hospitality group to join the unique industry charity Room to Reward. All properties in the group’s portfolio will donate anticipated unsold rooms to the scheme to enable charities and community groups to give complimentary ‘thank you’ breaks to their outstanding volunteers.

Announcing the partnership, Vivek Chadha – Founder and Director of the Group – said: “*Room to Reward do amazing work recognising the dedication and impact of those who give up their time to help others. We are very proud to be part of this initiative and look forward to welcoming some Hidden Heroes to our hotels soon.”*

Mr. Chadha has also been named as an Ambassador for the charity, which now boasts more than 400 hotel partners located across the U.K.

*“We are absolutely delighted to welcome Vivek and the team to Room to Reward,”* said Adam Terpening, Charity Director. *“Our whole initiative is dependent on the wonderful support of our hotel partners and the addition of Nine Group Hotels is a significant boost in increasing the options available to the Hidden Heroes.*

*“I am also thrilled Vivek has agreed to become one of our valued hotel Ambassadors. His connections and standing in the industry will undoubtedly encourage more hoteliers to come on board and join our journey.”*

Since its foundation in 2015, Room to Reward has gifted over £200,000 worth of breaks in unsold rooms. By utilising what would otherwise be a wasted asset, more than 600 Hidden Heroes from the charity sector have been able to take some time back for themselves having given so much to others.

To find out more about how the hospitality industry is coming together to recognise the dedication of – and say ‘thank you’ to – society’s Hidden Heroes, visit; [www.roomtoreward.org](http://www.roomtoreward.org).

To find out more about properties in the Nine Group Hotels collection, visit: <https://nine-group.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 400 hotels have joined the scheme. Over 600 Hidden Heroes have been nominated from various charities and in excess of £200,000 worth of hotel breaks have been donated.

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

Registered Charity 1160675

Photo Captions:

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