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

Room to Reward Reaches £100,000 Worth of Donated Stays

Charity Reaches Milestone in Less Than Three Years

Room to Reward, a unique charity that brings together donated unsold hotel rooms from the hospitality sector and outstanding volunteers and staff nominated by their charities for a break, have surpassed £100,000 worth of donated stays.

Founded in 2015, Room to Reward now partners with more than 160 hotels throughout the U.K. Over 240 Hidden Heroes from more than 125 charities have been recognised through the scheme.

Adam Terpening – Room to Reward’s Director of Charity – said: *“We are delighted to have reached this major milestone at such a young age as a charity.*

*We are a small team who rely on the generosity of our hotel partners to make our scheme possible. The support of the industry for what we are doing has been amazing. It’s been quite overwhelming to see the impact donating just a few rooms a year has had on the charity sector and the Hidden Heroes themselves.”*

Room to Reward works on a simple premise. Hotels donate their anticipated unsold rooms to the charity, who then invite other U.K. registered charities to nominate their Hidden Heroes – inspirational staff and volunteers – for a well-earned break.

Newly-appointed Chair of the Institute of Hospitality and Chairman of Bespoke Hotels – Robin Sheppard – is an ambassador for the charity.

*“We are delighted to support this innovative industry initiative. We are firm believers in recognizing and rewarding individuals who go the extra mile. Many generously donate their time to important charitable causes,”* he said.

*“At certain times hotel rooms are left vacant, and this presents a fantastic opportunity to reward those who may not ordinarily be able to afford a stay. We urge fellow hoteliers to sign-up. Collectively we can make a real difference to the lives of those who deserve our thanks.“*

Mr. Terpening added: “The nominations we receive are truly inspiring, moving and compelling. It’s our privilege to be able to give something back to these wonderful people. We’re very proud and grateful to have reached this milestone, but also recognise we have only just begun to scratch the surface. Here’s to the next £100,000!”

To find out more about Room to Reward and how the charity works for hotel partners, visit [www.roomtoreward.org](http://www.roomtoreward.org).

**Notes for Editors**

‘Room to Reward’ is an exciting new registered charity that was launched in July 2015. Since its launch, over 160 hotels are now supporting the scheme. Over 240 hidden heroes have been nominated from various charities. ‘Room to Reward’ is the first of its kind in the hospitality industry. Hotel partners donate their anticipated unsold rooms to reward deserving charity workers with complimentary hotel breaks across the UK.

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

Photo Captions:

Room to Reward Logo

Some of the 240+ Hidden Heroes Recognised Through Room to Reward

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