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

ALEXANDER HOTELS ADD AWARD-WINNING GREAT FOSTERS TO ROOM TO REWARD

Alexander Hotels have increased their support of hospitality charity Room to Reward with the addition of the group’s new property, Great Fosters, to the scheme.

Room to Reward utilises donated unsold hotel rooms to give a short break to society’s Hidden Heroes – inspirational volunteers who give up their time to help others.

The reigning AA Hotel of the Year for England, Great Fosters joins the other Alexander Hotel properties - Alexander House Hotel and Utopia Spa, Rowhill Grange Hotel and Utopia Spa, Barnett Hill Hotel and Langshott Manor Hotel – in the Room to Reward initiative

*“We are delighted to further cement our support of Room to Reward*,” said Carla Severn, Group Marketing Director for Alexander Hotels. *“It’s an easy scheme to be a part of. Through the simple donation of a few unsold rooms, we are able to recognise the extraordinary efforts of people who truly make a difference to society.”*

Adam Terpening, Charity Director of Room to Reward, said: *“It’s a pleasure and privilege to welcome Great Fosters to Room to Reward. Alexander Hotels have been fantastic supporters of our charity and the addition of another prestigious property to our increasing collection of partners is great news.”*

Room to Reward now partners with approximately 330 hotels across the UK. Over 500 Hidden Heroes from the charity and voluntary sector have been nominated for a well-earned break and collectively the hospitality industry has pledged in excess of £350,000 worth of unsold rooms in support.

For more information on the properties in the Alexander Hotels portfolio, visit: [www.alexanderhotels.co.uk](http://www.alexanderhotels.co.uk).

For more information about Room to Reward and how the hospitality industry is giving time back to inspirational volunteers, 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 500 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:

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