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

HOTEL INDUSTRY DONATES OVER £150K WORTH OF BREAKS TO HIDDEN HEREOS

The Hotel industry has collectively donated more than £150,000 worth of breaks to Hidden Heroes from the charity sector in 2018.

Through a partnership with unique industry charity Room to Reward, hotels donate their anticipated unsold rooms to enable charities to nominate their special staff and volunteers for a thank-you break.

*“It’s been an amazing, record-breaking year for our charity,”* said Adam Terpening, Director of Room to Reward. *“We have been able to recognise almost 300 Hidden Heroes who truly make a difference to those in need. Their stories are humbling, inspiring and uplifting. Through the wonderful support of our hotel partners, we are able to thank them for what they do.”*

Over 220 hotels have joined the scheme, with more already lined up for 2019. Room to Reward is an official charity partner of the Institute of Hospitality and counts both the Chairman and CEO of the industry body – Robin Sheppard and Peter Ducker – as ambassadors.

*“Room to Reward is all about guilt-free giving. Collectively, we can really make a difference to those who deserve our thanks and applause,”* said Mr. Sheppard.

Celia Abbott, Retail Volunteer Manager at SCOPE – a charity partner of Room to Reward - said: *“We couldn’t do what we do at Scope without our volunteers. They are helping to make this country a better place for disabled people. Room to Reward has been a great way to recognise their hard work and dedication. It’s really simple but effective and offers volunteers the opportunity to take a well-deserved break. It’s given us a meaningful way to say thank you and show our appreciation to volunteers.”*

Paul Claro, a volunteer from the charity Dreamflight, enjoyed a break at the Christchurch Harbour Hotel and Spa earlier in the year.

*“It was absolutely fantastic,”* he said. *“It’s very humbling to be picked. It’s been an honour and a privilege to volunteer, but these breaks are very special for people like myself.”*

Room to Reward works on a simple premise and gives hotels the chance to put wasted assets to fantastic use.

*“The industry loses approximately £5billion every year to unsold rooms,”* said Mr. Terpening. *“Our aim is to donate just £1million of that to Hidden Heroes across the U.K. 2018 has been a fantastic year, 2019 will be even better!”*

To find out more and get involved with Room to Reward, visit 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 200 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:

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