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

RBH JOIN ROOM TO REWARD

Room to Reward are delighted to announce a new partnership with RBH Hospitality Management. The group – Europe’s leading hospitality company – are the latest to join the charity’s journey to give some time back and recognise the dedication and impact of society’s Hidden Heroes.

42 properties from the RBH portfolio will join the scheme by donating unsold rooms to enable charities and community groups to give complimentary ‘thank you’ breaks to their most inspirational volunteers.

*“We are absolutely thrilled and extremely proud to be joining Room to Reward,”* said Martin MacPhail, Director of Human Resources for RBH. *“It’s a fantastic way of putting our unsold rooms to great use and saying ‘thank you’ to those who truly deserve some recognition.*

*“We all benefit from the selfless dedication of these Hidden Heroes and we look forward to welcoming some to our properties soon.”*

Founded in 2015, Room to Reward has grown into a leading hospitality initiative, with over 500 hotels pledging their support. Collectively, these hotel partners have donated approximately £500,000 worth of breaks to almost 1000 volunteers, at virtually no cost.

*“We are very excited to welcome RBH to our charity,”* said Adam Terpening, Director of Room to Reward. *“To have so many hotels join at once is obviously a huge boost, but the backing of such a prestigious and reputable hospitality company is just as important as we continue to grow and encourage more hoteliers to come on board.*

*“We are hugely grateful to everyone at RBH for their wonderful support.”*

Room to Reward aims to have donated £1million worth of breaks by the end of 2020. Find out more at [www.roomtoreward.org](http://www.roomtoreward.org).

Find out more about properties in the RBH portfolio at [www.rbhmanagement.com](http://www.rbhmanagement.com).

**Notes for Editors**

‘Room to Reward’ is unique charity created to say ‘thank you’ and give some time back to the Hidden Heroes – inspirational volunteers who give up their time to make a difference to those in need. Room to Reward works on a simple premise. Hotel partners donate their anticipated unsold rooms to the scheme, charities and community groups nominate their ‘Hidden Heroes’ for a break, Room to Reward bring it all together. Since its launch in 2015, over 500 hotels have joined the scheme. Over 980 Hidden Heroes have been nominated from various charities and in excess of £500,000 worth of hotel breaks have been donated.

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

Registered Charity 1160675

Photo Captions:

For further information, contact joe@roomtoreward.org