P R E S S R E LE A S E

FROM: Room to Reward

DATE: July 2017

F O R I M M E D I A T E R E L E A S E

How one Hidden Hero is making a difference to children in Coventry

The care and dedication provided by an extraordinary volunteer, Jonathan Adjei, at the Coventry based children’s charity, Kidz Klub, is being recognised by a unique charity scheme called Room to Reward.

The first charity initiative of its kind, hotels donate their unsold rooms, via the Room to Reward scheme, providing nominated community ‘Hidden Heroes’ a complimentary two-night break, whilst giving charities the means to motivate, thank and contribute to the well-being of their invaluable volunteers and staff.

Jonathan, from Coventry, has been volunteering with the Christian social action project, Kidz Klub for twenty years, selflessly giving hours of his time every week to reach out, provide support and mentor children in some of the more disadvantaged communities in Coventry. The need for such work is great since there are currently 17,000 Coventry children living in wards ranked in the top tenth most deprived in the country, with high levels of unemployment, child poverty and violent crime. All the wards where Kidz Klub Coventry work fall within the top 15 percent of areas of deprivation in the UK, many in the top five percent.

Kidz Klub Coventry run weekly clubs that provide a safe, fun environment for children to develop into mature adults, whilst weekly home visits to the children foster trusting links and an ongoing relationship between Kidz Klub and the families the work to support.

Sarah Adamson of Kidz Klub Coventry said ***“We rely on volunteers to run the five clubs around Coventry and Jonathan is one of the most committed people I know, to Kidz Klub and the children in Coventry that we work with. Jonathan juggles running his own demanding business and looking after his family and still makes time to invest in the children and young people in our city. He shows endless kindness, patience and hope for children that often show no gratitude – he never gives up on believing in the good in a child.”***

Adam Terpening, Charity Director of Room to Reward commented:

**“The power of a thank you is untold. Our scheme is a simple one but the impact it has on the charity sector is significant, we feel honoured to be able to recognise those who make such a difference to the lives of others.”**

 ‘Room to Reward’ work with many registered charities, including ‘Mencap’, ‘Macmillan Caring’, ‘National Autistic Society’, ‘Maggie’s Cancer Centres’, ‘Hearing Dogs for Deaf People’ and ‘Wales Air Ambulance’, the programme is supporting charities to give something back to key individuals, who make such a difference to the lives of others.

If you would like to find out more about the ‘Room to Reward’ scheme you can visit www.roomtoreward.org or email Adam Terpening, Charity Director, at adam@roomtoreward.org

**Notes for Editors**

Kidz Klub Coventry: <http://www.kidzklubcoventry.com>

Kidz Klub Coventry is a Christian social action project that began work in 1998. They exist to enable children aged 6-12, particularly from Coventry's most deprived areas, to encounter Jesus and to mature into responsible, confident adults with positive aspirations for their futures.

Through the club and home visits, we offer friendship, a positive moral framework, role models and alternative behaviour choices that enable children to rise above their life circumstances.

Registered Charity: 1103573

Room to Reward:

﻿ ‘Room to Reward’ is an exciting new registered charity that was launched in July 2015. Since its launch, over 100 hotels are now supporting the scheme. Over 100 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

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Jonathan Adjei is awarded his Hidden Hero Prize

Room to Reward Logo

For further information, contact rosie@roomtoreward.org