P R E S S R E L E A S E

FROM: Room to Reward

DATE:19/11/2018

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

Institute of Hospitality Partners With Room to Reward

*Industry body joins forces with unique charity to give back to society’s Hidden Heroes*

The Institute of Hospitality has officially partnered with Room to Reward, a unique charity initiative created to give back to inspirational charity volunteers and staff.

The news of a partnership further develops industry support for Room to Reward, The Institute’s Chief Executive, Peter Ducker, was recently announced as an ambassador for the charity, whilst newly-appointed Institute Chairman, Robin Sheppard, has been a Room to Reward ambassador for a number of years.

Room to Reward works on a simple premise. Hotels donate their anticipated unsold rooms to the initiative, registered charities are then invited to nominate their Hidden Heroes – volunteers and staff who go above and beyond in their dedication and impact – for a complimentary one or two-night break.

Announcing the partnership, Mr. Ducker said: *“We are delighted to formalise our support of Room to Reward. Many of our members are already part of this great initiative and it’s great to take our involvement to the next level.*

*“Room to Reward is a fantastic, simple way for the hospitality industry to give back to those who do so much, for so many.”*

Founded in 2015, Room to Reward now partners with over 230 hotels located throughout the U.K – as well as properties in Europe. More than 350 Hidden Heroes have been recognised with a Room to Reward break and in excess of £140,000 worth of hotel breaks have been donated.

The charity’s Director, Adam Terpening, said: *“We are thrilled to have the official backing of the Institute of Hospitality. It’s a big step in our growth as a charity and confirms that Room to Reward is an initiative that works for everyone. It’s a win for hotels, charities and, most importantly, the inspirational individuals who truly make a difference.*

*“I’m also delighted to welcome Peter to the team as an ambassador. His knowledge, experience and passion will undoubtedly prove to be an invaluable asset.*

*“We are proud to have said ‘thank you’ to over 350 Hidden Heroes. However, we know that it’s only the tip of the iceberg. All over the country, there are ordinary people doing extraordinary things for their charities. We have a lot more ‘thank yous’ to give!”*

Room to Reward aims to donate £1million worth of hotel breaks in the next five years. To find out more, visit: [www.roomtoreward.org](http://www.roomtoreward.org).

For more information about the work of the Institute of Hospitality, visit: <https://www.instituteofhospitality.org/>.

**Notes for Editors**

‘Room to Reward’ is an exciting new registered charity that was launched in July 2015. Since its launch, over 230 hotels are now supporting the scheme. Over 350 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:

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