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

PALE HALL JOIN ROOM TO REWARD

Room to Reward are delighted to announce the addition of the award-winning Palé Hall to the unique charity, created to give time back and say *‘thank you’* to society’s Hidden Heroes.

The five-star luxury country house hotel – located on the doorstep of Snowdonia National Park - will join more than 350 other properties in donating unsold rooms to enable charities and community groups to give a short break to their inspirational volunteers.

*“We are very proud to be joining the brilliant Room to Reward initiative,”* said Debbie Cappadona, General Manager. *“It’s a simple, effective way to put unsold rooms to fantastic use and recognise the inspiring contribution of those who do so much for others. We all know people who give up their time to charities and communities to help those in need and we look forward to welcoming Hidden Heroes to Palé Hall.”*

 On average, there are 140,000 unsold hotel rooms across the U.K. every night. This equates to £5billion worth of wasted assets every year. Room to Reward’s mission is to take these wasted assets and create memorable experiences for volunteers who give so much.

*“Our charity is only as strong as the hotels who back it,”* said Adam Terpening, Director of Room to Reward. “*So we are absolutely thrilled to welcome Palé Hall as a hotel partner. The addition of such a stunning property just goes to show that Room to Reward is an initiative everyone in hospitality can get behind. Of course, it also gives our Hidden Heroes a wonderful choice for their well-earned break!”*

Founded in 2015, Room to Reward has arranged breaks for over 500 Hidden Heroes from more than 300 registered charities across the U.K. Collectively, the hospitality industry has pledged in excess of £470,000 worth of breaks in unsold rooms.

To find out more and get involved in saying ‘thank you’ to society’s Hidden Heroes, visit: [www.roomtoreward.org](http://www.roomtoreward.org).

For more information about breaks, events and dining at Palé Hall, visit: [www.palehall.co.uk](http://www.palehall.co.uk).

**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:

For further information, contact joe@roomtoreward.org