

## Aimbridge Hospitality Join Room to Reward

Tuesday 23 January, 2024

Room to Reward are delighted to announce Aimbridge Hospitality EMEA as the newest major group partner of the unique charity. 63 properties across the Aimbridge EMEA U.K. portfolio have signed up to donate breaks in unsold rooms to inspirational volunteers nominated by their organisations in recognition of the difference they make.

*"We are proud to be supporting Room to Reward," said David Anderson, divisional president at Aimbridge EMEA. "It's a simple way for Aimbridge to say thank you to deserving volunteers across the UK and Northern Ireland by donating some of the unsold rooms from our UK portfolio, that all hotels inevitably have, and putting them to fantastic use. We are thrilled to be involved and look forward to welcoming volunteer guests to Aimbridge's hotels soon."*

Room to Reward works on a simple premise. Hotels donate unsold rooms in times of quiet occupancy for a couple of short (1-2 night) breaks a year. Charities, community groups, grassroots sports clubs and any organisation that relies on volunteers to deliver their services nominate a number of their inspirational Hidden Heroes for a well-earned break. The Room to Reward team make it happen.

*"Welcoming Aimbridge Hospitality EMEA to our journey is the perfect start to the year," said Adam Terpening, the charity's Director. "To have such a large number of hotels joining from across the company's UK portfolio is obviously fantastic and gives the nominated Hidden Heroes an even greater choice for their well-earned break, while the backing of such a prestigious hospitality company is wonderful for us as a charity. The Aimbridge team have been amazing to work with and we are so grateful and appreciative for their support."*

Founded in 2015, Room to Reward now works with almost 1000 hotels across the U.K and Republic of Ireland. Over 3000 volunteers from more than 900 charities, community groups and voluntary organisations have been nominated for a break in recognition of their dedication and commitment. Collectively, hotels have donated over £1million worth of breaks in rooms that would otherwise sit empty and unsold.

To find out more about the properties and destinations in the Aimbridge portfolio, visit: [aimbridgeemea.com/portfolio](https://aimbridgeemea.com/portfolio).

To find out more about Room to Reward, the hotels and charities involved and stories from some of the volunteers nominated, visit: [www.roomtoreward.org](https://www.roomtoreward.org).

### Media:

**Aimbridge**

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