# Buy one, give one: Soup and socks are on the menu

**Thursday 9 December, 2021**

Enjoy a warm soup and cosy socks while giving back to someone in need. Penta Hotels is reactivating their #PENTAGIVES campaign, supporting local communities with the help of their guests. The large-scale fundraising campaign will run throughout Europe during the winter season and follows the principle of "buy one give one". Through donations of soups and socks, Penta, together with guests and organisers, provides those in need with what is urgently required in winter - a warm meal and warmth for the feet. From Germany to the UK, Belgium, France, Austria, Czech Republic and Russia, 21 Pentahotels are participating in the campaign and donating to the good cause.

In 2019 the campaign began with the theme of “Souperheroes" and saw a final donation of over 6,300 bowls of soup. During the lockdowns of winter 2020 when restaurants were closed and the sale of soup was not possible, Penta still managed to donate over 2000 pairs of socks with their partner, UK based Stand4Socks. This year, both soup and socks will be on the menu, with all sales resulting in the corresponding donation of a bowl of soup or a pair of socks. The donations will go to a local partner chosen by each participating Pentahotel from its local community. As "lively neighbourhood hotels", a fundamental value of the Penta group is being involved in the community and to contribute to the wellbeing of each respective neighbourhood. “Now more than ever, we need to look after each other” says Rogier Braakman, managing director at Penta Hotels.

**How to do good?**
There are several ways to donate between 1 December 2021 and 28 February 2022: Guests can add on the "Soup & Socks” package when making a room booking and collect a delicious soup and stylish socks during their stay - the same will then be donated to those in need. For those who don’t book the add-on, ordering a soup on site or buying the socks directly in the hotel also triggers a donation. Finally, for every event or meeting booked at a Pentahotel during the campaign timeframe, Penta will donate a bowl of soup per attendee.

More info at: pentahotels.com/pentagives

## Media:







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