

COUNTRYWIDE HOTELS JOINS ROOM TO REWARD

Monday 18 July, 2022

Room to Reward and Countrywide Hotels are delighted to announce a new partnership. Countrywide Hotels will support the unique charity who will gift a getaway to inspirational volunteers up and down the country.

Room to Reward uses donated unsold hotel rooms as a way for charities and community groups to say 'thank you' to the people who do so much for them in the form of a getaway. All 35 properties in the Countrywide Hotels management portfolio have pledged to donate and help recognise the extraordinary efforts of 'Hidden Heroes' in the voluntary sector.

"The Room to Reward is a powerful way of putting unsold rooms to great use," said Darren Patt, Managing Director of Countrywide Hotels. "Partnering in this way will allow us to deliver a well-earned break to special Hidden Heroes for a getaway in either a city centre to enjoy the nightlife or a retreat to a country hotel"

Founded in 2015, Room to Reward now works with over 700 hotels – located all over the U.K. – to give a tangible reward to those who really have influence on people and communities in need. Over 1300 Hidden Heroes from more than 700 charities have been nominated to have their efforts recognised with a short break.

"We are absolutely thrilled to welcome Countrywide Hotels to our partners," said Adam Terpening FIH, Director of Room to Reward. "To have such a prestigious management company – and such a large number of properties – join our journey is a significant step for our charity. We are hugely grateful to Countrywide Hotels for this opportunity. Their wonderful support will give the Hidden Heroes even more fantastic choices for their break."

To date, Room to Reward has donated in excess of £650,000 worth of breaks in rooms that would otherwise go to waste. The charity aims to have 1000 hotels signed up and 2000 more breaks arranged by the end of the year. To find out more, visit: www.roomtoreward.org.

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