

Lore Group Join Room to Reward

Monday 28 March, 2022

Room to Reward are delighted to welcome the Lore Group as the latest hospitality company to join the unique charity's journey. Room to Reward uses donated unsold hotel rooms to give 'thank you' breaks to nominated volunteers from charity sector.

Both Sea Containers London – a lifestyle riverside hotel in South Bank - and the recently-opened 100 Shoreditch have signed up to the initiative and will each donate a break to Hidden Heroes nominated by charities and community groups in recognition of their dedication and commitment to helping others.

"Staying close and relevant in the communities we operate our hotels in is something we are very passionate about," said Sergio Leandro, the group's Regional General Manager for London. "We are very happy to be supporting the outstanding work Room to Reward do and look forward to welcoming some Hidden Heroes soon."

Founded in 2015, Room to Reward now partners with over 650 hotels throughout the U.K. More than 1200 inspirational volunteers have been nominated by over 700 charities for a well-earned break.

"We are absolutely delighted to welcome the Lore Group as one of our hotel partners," said Adam Terpening, Director of Room to Reward. "To have two such prestigious properties join us is a fantastic step for our charity and gives the Hidden Heroes an even more amazing range of options for their break. We are hugely grateful to David Taylor, Sergio and everyone at the Lore Group for their wonderful support."

To date, Room to Reward has donated in excess of £500,000 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

For more information on the Lore Group, visit <https://loregroup.com/>

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