



## Splendid Hospitality Group's charity run for rooms

Splendid Hospitality Group has donated 100 rooms to hospitality industry charity Room To Reward and £2,036 to Hertfordshire Mind Network, following a 601 mile charity run completed by eight team members throughout August.

The route was chosen to represent the distances between each of Splendid's 20 hotels, running the equivalent of Crawley to Glenrothes with 'stops' in London, Bristol, and Yorkshire along the way.

Undertaken as a two-fold endeavour, the charity run aimed to promote the importance of maintaining mental health within the Splendid Family, alongside giving back to both industry and mental health charities as a thank you for all they have done during the COVID-19 pandemic.

Each hotel on the route has donated five unsold room nights to Room To Reward to gift volunteers with a short break as part of Splendid Hospitality's wider partnership with the hospitality charity. Money was also raised for Hertfordshire Mind Network, Splendid's local arm of national mental health charity Mind, supporting the cause at a much needed time following a surge in mental illness due to the ongoing effects of the pandemic.

Splendid Hospitality Group's Head of Marketing & Communications, Marc Saunders, said: "By completing this charity challenge, we are able to not only donate rooms to both

Room To Reward and vital funds to Hertfordshire Mind Network, but we've also brought our team, who are located across the UK, together to raise awareness of the importance of mental health within our Splendid Family."

Charity Director of Room To Reward, Adam Terpening, said: "Splendid Hospitality have been wonderful supporters of Room to Reward for a number of years and we are hugely grateful to the team for going several extra miles to give us the chance to say 'thank you' to more Hidden Heroes. Their incredible efforts will give some memorable breaks to some inspirational volunteers."

Notes to editors

### About Splendid Hospitality Group

Splendid Hospitality Group is the operator of a portfolio of 20 hotels, 42 fast food restaurants (KFC), a cookery school in York and serviced residences near Heathrow. It is one of the UK's fastest growing privately owned hospitality groups which has made a name for itself through the design, construction and operation of a full range of hotel styles and locations across the UK, ranging from limited service to luxury. The group enjoys the support of major brands such as IHG, Choice, Accor and Hilton. The portfolio includes Yorkshire's only five-star hotel, the Grand Hotel & Spa in York and Hilton London Bankside, a phenomenal 5-star property in the heart of London's Bankside. [www.splendidhospitality.co.uk](http://www.splendidhospitality.co.uk)

The hotel portfolio consists of 20 hotels - Holiday Inn Express Gatwick, Crawley; Hilton London Bankside; Holiday Inn London – Wembley; Comfort Inn Kings Cross; Ibis Styles London Heathrow Airport East; The Stanwell Hotel (near Heathrow); City Continental Kensington; EasyHotel Reading; Mercure Bristol Brigstow Hotel; Vanbrugh House Hotel, Oxford; Holiday Inn Northampton West; The Grand, York; Hotel Indigo York; Ibis York Centre; Holiday Inn Express York; Holiday Inn Express Leeds-East; Mercure Leeds Centre Hotel; Hotel Indigo Edinburgh, Piries Hotel in Edinburgh and Holiday Inn Express Glenrothes

### **For further information about Splendid Group**

[www.splendidhospitality.co.uk](http://www.splendidhospitality.co.uk); @SHG\_Hotels  
<https://www.linkedin.com/company/splendid-hospitality-group/>

### **For further information about Room to Reward**

[www.roomtoreward.org](http://www.roomtoreward.org); @Roomtoreward  
<https://www.linkedin.com/company/room-to-reward/>

### **For further information about Hertfordshire Mind Network**

[www.hertfordshiremind.org](http://www.hertfordshiremind.org) @HertsMind  
<https://www.linkedin.com/in/hertfordshire-mind-network-24264397/>