



Red Roof® Partners with Canine Companions® to Offer Traveler Discounts in February While Helping Transform the Lives of Those with Disabilities

COLUMBUS, Ohio, January 30, 2025 – Red Roof®, an award-winning leader in the lodging industry, is offering discounts to travelers in February by once again partnering with Canine Companions® through its [Room In Your Heart®](#) purpose-driven program. Canine Companions, celebrating their 50th anniversary this year, is an organization that transforms the lives of people with disabilities by providing expertly trained service dogs, free of charge, to those in need.

Travelers who book and stay at any Red Roof Inn®, Red Roof PLUS+®, HomeTowne Studios by Red Roof®, or The Red Collection® property from January 30 through February 27, 2025, save up to 15% on their stay. In addition, 5% of the purchase price from that stay, completed before February 27, 2025, will be donated to Canine Companions. Guests may book directly using VP Code 630877 at [redroof.com](#) or on the app, by calling 800.RED.ROOF, or any property, to support Canine Companions.*

“With the support of our guests, Red Roof’s Room In Your Heart is once again aiming to help transform the lives of people with disabilities and raise \$50,000 for Canine Companions in honor of the organization’s 50th anniversary,” said Red Roof Vice President of Marketing Lisa Jordan.

Canine Companions’ expertly trained service dogs make a world of difference by empowering Canine Companions’ clients to lead lives with enhanced independence. Canine Companions believes, and Red Roof supports, that independence shouldn’t be limited to those who look or live a certain way. Disabilities reach all races, classes and backgrounds—and Canine Companions will, too. Red Roof is proud to support Canine Companions in their goal to enhance independence for children, adults and veterans with disabilities through these expertly trained service dogs.

"We are so grateful for Red Roof's Room In Your Heart and the travelers who choose to support our mission. This year is Canine Companions' 50th anniversary—and 50 years since we invented the modern-day service dog," said Jeanine Konopelski, chief marketing officer at Canine Companions. "Partners like Red Roof help keep our mission moving forward for years to come, empowering people with disabilities to live with greater independence thanks to the partnerships with expertly trained service dogs."

Previous Room In Your Heart philanthropic campaigns have been impactful for selected organizations, including St. Jude Children’s Research Hospital®, No Kid Hungry®, United Way Worldwide®, American Cancer Society®, The Thurgood Marshall College Fund®, the USO® and more.

About Red Roof

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof’s portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof’s dual-branded properties. Red Roof has over 60,000 rooms in more than 700 properties in the U.S. and internationally in Japan. For more information, visit [redroof.com](#) or download Red Roof's free app

for iOS and Android devices. To learn about franchising opportunities, visit redrooffranchising.com.

Red Roof's Vision: To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

About Canine Companions®

National nonprofit Canine Companions is celebrating 50 Years of Independence. In 1975, a door towards greater independence was opened for people with disabilities — and it all started with a dog. Canine Companions invented the concept of the modern service dog to assist people with physical disabilities, empowering people with disabilities to live with greater independence. As the first and largest provider of service dogs, Canine Companions serves adults, children and veterans with disabilities and professionals working in health care, law enforcement, and educational settings. Since our founding in 1975, we have provided these services at no cost to the recipient. Canine Companions is a nonprofit 501(c)(3) and has six locations across the country serving all 50 states. Learn more at canine.org or call 1-800-572-BARK (2275).

**Subject to availability. Third-party bookings are not eligible. May not be combined with other discounts or offers.*

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