



## Red Roof® Room in Your Heart<sup>SM</sup> Supports No Kid Hungry® to Eliminate Childhood Hunger and Incentivizes Travelers to Help the Cause

**COLUMBUS, Ohio, April 15, 2024** – Red Roof®, an award-winning leader in the lodging industry, is teaming up with No Kid Hungry® to help eliminate childhood hunger, through its [‘Room In Your Heart<sup>SM</sup> \(RIYH\)](#) purpose-driven program, and its guests can help the cause. When travelers book a stay at Red Roof in April and May, a portion of the revenue will be donated to No Kid Hungry, and in turn, travelers will receive a discount on their stay.

Travelers who book and stay at any Red Roof Inn®, Red Roof PLUS+®, HomeTowne Studios by Red Roof®, or The Red Collection® property from April 14, 2024, through May 23, 2024, save 10%-15% on their stay, and 5% of the purchase price from that stay will be donated to No Kid Hungry with a minimum donation of \$5,000.\* Guests may book directly using Promo Code ‘SALE’ at [redroof.com](http://redroof.com) or on the app, by calling 800.RED.ROOF, or any property.

“Summer can be the hungriest time of year for kids who rely on school meals,” said Marina MacDonald, Red Roof Chief Marketing Officer. “Red Roof’s Room In Your Heart program is a perfect fit to team up with No Kid Hungry as they work to help schools, community organizations and state agencies implement programs to ensure each child gets three meals a day. Our support will not only raise funds for this important mission, but also amplify their resources to ensure that families and communities are aware, and kids are well-fed.”

Thanks to the work of No Kid Hungry and their partners, there are new federal programs in place to help families buy and access food during the summer. These programs could benefit more than 30 million children in the United States.

“With the support of brands like Red Roof, No Kid Hungry is making sure every child gets the food they need to thrive,” said Allison Shuffield, Managing Director of Corporate Partnerships at Share Our Strength. “Thanks to a new combination of summer meal programs and grocery benefits for families to buy food this summer, we now have the tools we need to end summer hunger for good. Support from brands like Red Roof makes all the difference.”

To find free meals served by organizations in your community, text 304-304. Data & message rates may apply.

### **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 nearly 700 properties in the U.S. and internationally in Japan. For more information, visit [redroof.com](http://redroof.com) or download Red Roof’s free app for iOS and Android devices. To learn about franchising opportunities, visit [redrooffranchising.com](http://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.

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

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