



Red Roof® Partners with No Kid Hungry to Offer Travelers Spring Discounts While Helping End Childhood Hunger

COLUMBUS, Ohio, March 31, 2025 – Red Roof®, an award-winning leader in the lodging industry, is once again partnering with No Kid Hungry® to help end childhood hunger and offer discounts to travelers through its [Room In Your Heart®](#) purpose-driven program. No Kid Hungry is a national campaign run by Share Our Strength, a nonprofit working to solve problems of hunger and poverty in the United States and around the world.

Travelers who book and stay at any Red Roof Inn®, Red Roof PLUS+®, HomeTowne Studios by Red Roof® or The Red Collection® property from **March 31 through April 30, 2025, save up to 15% on their stay**, and 5% of the purchase price from that stay completed before April 30, 2025, will be donated to No Kid Hungry. Guests may book directly using **VP Code 630878** to support No Kid Hungry.*

“Many kids rely on school meals, and with travelers’ support through our Room In Your Heart program, No Kid Hungry is helping feed kids across the country,” said Red Roof Vice President of Marketing Lisa Jordan. “Red Roof raised \$55,000 last year to support No Kid Hungry. We collectively hope to exceed that amount this year.”

Childhood hunger is a national crisis. According to No Kid Hungry, 1 in 5 kids in the United States are living with hunger today. That’s nearly 14 million children. Some of these children are missing meals, while others live with the daily stress of parents trying to decide between buying groceries or paying bills. This is a crisis, but it’s a crisis that No Kid Hungry knows how to solve.

“Brands like Red Roof are providing us with critical support as we do our work ensuring all kids get the meals they need,” said Allison Shuffield, managing director of corporate partnerships at Share Our Strength. “When kids get three healthy meals a day, every day, their futures are full of endless possibilities. We are grateful to partners like Red Roof for their commitment to ending childhood hunger.”

Previous Red Roof Room In Your Heart philanthropic campaigns have been impactful for selected organizations, including St. Jude Children’s Research Hospital®, Canine Companions®, 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.

**Subject to availability. Third-party bookings are not eligible. May not be combined with other discounts or offers. A minimum of \$5,000 will be donated to No Kid Hungry.*

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