



# PRESS RELEASE

Best Western Rewards

## Help for Ukraine:

## Rewards Members Can Donate Points

*Best Western Rewards, the loyalty program of Best Western Hotels & Resorts, has launched its fundraising campaigns for aid in Ukraine. Rewards members in Europe as well as internationally can help: Rewards members from 15 European countries can exchange their collected points online into a monetary donation, which will benefit the Regine Sixt Children's Aid Foundation "Drying Little Tears" for children in Ukraine. In addition and for choice, travelers can also donate their Rewards points via the international Best Western cooperation with the Red Cross, and thus support the aid projects of the global organization for Ukraine.*

**Eschborn, March 23, 2022.** Best Western Rewards, the global loyalty program of Best Western Hotels & Resorts, has launched its fundraising efforts for aid in Ukraine and for people fleeing the country - both on a European and global level. Travelers can choose which aid organization and projects their donations go to when redeeming their Rewards points.

In 15 European countries, Best Western Rewards as the global loyalty program of Best Western Hotels & Resorts, has teamed up with partner SIXT to help children in Ukraine affected by the current crisis. Members can redeem their accumulated points for a donation to the Regine Sixt Children's Aid Foundation "Drying Little Tears", starting with 1,000 points corresponding to a donation of 3 Euros. For this, they just have to log on to the [Best Western website](https://www.bestwestern.de/en/redeem_points.html) and then find the option to donate their points in the redemption mall via [https://www.bestwestern.de/en/redeem\\_points.html](https://www.bestwestern.de/en/redeem_points.html) under "Best Western Fans". There, they can select the children's foundation "Drying Little Tears". In total, the campaign of Best Western Rewards in cooperation with SIXT calls on members in all ten countries united by



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BWH Hotel Group Central Europe as well as in France, Denmark, Great Britain, Sweden and Norway to help with their points.

Another way to help on a global level: Travelers can also donate their Rewards points through Best Western's international cooperation with the Red Cross and thus support the global organization's aid projects for Ukraine. For every 500 rewards points redeemed, two U.S. dollars are donated to the worldwide Red Cross and its international fund "Ukraine Relief". The redemption also takes place via the [Best Western website](https://www.bestwestern.de/en/redeem_points.html) in the rewards portal at [https://www.bestwestern.de/en/redeem\\_points.html](https://www.bestwestern.de/en/redeem_points.html), where Rewards members choose their market and select the international organization Red Cross under the heading "For Best Western Fans".

### **Best Western Rewards – 48-Million-Member Loyalty Program**

Launched in 1988 with the name Gold Crown Club, the loyalty program has been always free of charge for members. Guests collect points on overnight stays in Best Western Hotels, which they can redeem for free stays in around 4,700 hotels worldwide or for attractive voucher rewards. Best Western Rewards is the only loyalty program in the industry where points never expire, and members have access to the richest promotions in the industry. Reward redemption begins at a lower point level requirement relative to industry competitors, and free nights earned can be redeemed at any Best Western branded hotel worldwide.



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**The following press picture is available for download:**



*Caption: Helping with collected points: Best Western Rewards members can easily donate their points to the international Red Cross or the Regine Sixt Children's Aid Foundation "Drying Little Tears".*

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[www.bestwestern.de/presse](http://www.bestwestern.de/presse)

**About BWH Hotel Group<sup>SM</sup>:**

*The BWH Hotel Group<sup>SM</sup> is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. \* BWH Hotel Group offers a total of 18 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vīb®, GLō®, Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group<sup>SM</sup> offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 48 million members.*



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*BWH Hotel Group<sup>SM</sup> Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 230 hotels\* in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*

*Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de) [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)*

*\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

*\*\* All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe, SureStay Hotels are managed with the brand Sure Hotels.*

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