

Press Release



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BEST WESTERN HOTEL ANNOUNCES PARTNERSHIP WITH THE RAINBOW TRUST CHILDREN'S CHARITY

The Best Western Corona Hotel in Pimlico, London, has announced a new partnership with the Rainbow Trust Children's Charity, directly funding care for the families they work with.

Rainbow Trust works to provide support to families where a child is suffering from a life-threatening illness. By pairing each family with a dedicated Family Support Worker, the charity can help people face and make the most of each day – an invaluable service where time can be so precious.

The new partnership will see the hotel undertake extensive fundraising for the charity, while directly sponsoring two of the families. This provision will total nearly £2,500 a month and will fund varying forms of assistance, from emotional support to transport, helping families to get to homes, hospitals and schools.

Staff at the Best Western Corona will have the opportunity to directly support families by helping at drop-in groups or on sibling days out. They will also be running a cupcake event, as well as numerous sporting fundraisers.

The hotel, a Victorian conversion just a short distance from Buckingham Palace, will install donation containers around the property, allowing guests to also contribute to the charity.

Lydia Eddens, Corporate New Business Manager at Rainbow Trust Children's Charity, said: "We rely heavily on the generosity of individual and corporate supporters and therefore Best Western Corona Hotel's offer of support is so appreciated.

"Our vision is that every family in the UK who has a child with a life-threatening illness receives the support they need.

"There are 6,000 families in England who have a seriously ill child or new born baby and who would benefit from our bespoke service. It is our intention to expand geographically and introduce new services to meet this total demand."

Ishan Karu, General Manager at the Best Western Corona Hotel, said: "We are delighted to join hands with the Rainbow Trust Children's charity and do our bit to help spread the word about their incredible work.

"Our staff have all really bought into the partnership and we look forward to raising both money and awareness for the charity in the future."

For more information about the Best Western Corona Hotel, click here: <https://www.bestwestern.co.uk/hotels/best-western-corona-83799>

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For media enquiries please contact bestwestern@jaywingpr.com

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About Best Western GB

Best Western is a brilliantly different collection of independent hotels proudly giving a personal welcome to guests for over 70 years. With over 250 distinctive hotels in Great Britain alone, there is more to explore with Best Western.

Best Western GB is a retained-profit membership organisation that helps hotels maintain their independence. Committed to representing the views of its independently owned member hotels, Best Western GB tackles key industry issues on their behalf, including the effects of Government policies and legislation, industry changes and environmental impact on the heartbeat of the Great British hospitality industry.

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