

‘Best Western for a Better World’: Helping those in need

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Best Western Hotels & Resorts’ hoteliers have allocated approximately \$1 million to support its ‘Best Western for a Better World’ initiative over the next five years.

Some of these funds have already been donated to the American Red Cross to assist victims in the aftermath of last year’s ruthless hurricanes and wildfires.



President and CEO, Best Westerns Hotels & Resorts, David Kong commented on the donation: “Since our brand’s beginnings, Best Western hotel owners have felt a strong sense of responsibility to the communities in which they work and live. Our employees and hoteliers were deeply saddened by the wave of disasters that impacted the US this year. I am inspired by the many heroes, including members of our own Best Western family, who mobilised to support first response efforts and bring hope and healing to disaster victims.”

Members of Best Western Rewards (BWR) also recently contributed \$250,000 to the American Red Cross through a donation of BWR points. This donation was used to provide critical services to disaster victims, including food, shelter and medical assistance.

CEO, Arizona American Red Cross, Kurt Kroemer remarked on the assistance: “The Red Cross relies on the generous donations of our corporate partners to fuel our first-response efforts and provide emergency relief to families and communities impacted by disaster. We thank Best Western – along with its hoteliers and BWR members – for their steadfast partnership and financial support, which helps us provide rapid, on-the-ground services when they are most needed.”

Best Western for a Better World additionally supports various initiatives providing education to those in need and to reduce poverty.