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## **BEST WESTERN SUNDOWNER DONATES MUCH NEEDED HYGIENE ITEMS & RECOGNIZES FRONT LINE EMPLOYEES**

[STERLING, CO] (4/22/2020) -- The Best Western Sundowner of Sterling recently donated hygiene products to the Sterling Regional MedCenter. In addition to donating much needed items to Sterling Regional MedCenter (SRMC), the Best Western Sundowner (BWS) also announces the launch of Front Line Heroes Program.

The BWS was looking for ways to help during this time. After searching for items to donate, they found extra soaps, shampoos and conditioner to donate to SRMC.

“During this time, our medical workers need our support,” said Patricia Johnson, General Manager of the BWS. “We appreciate everything they do, and we were happy we could donate these much-needed items!”

In addition to local donations, The BWS is recognizing all Front Line Heroes with a new Best Western Front Line Rewards Program. The BWS will offer those on the front lines the ability to receive an upgrade to their Best Western Rewards® (BWR®) Elite status. As an Elite member, you can enjoy bonus points for every stay, exclusive promotional offers, and discounted rates at Best Western branded hotels worldwide.

“We want to do whatever we can to support our medical front line employees and support staff,” said Jennifer Gipfert, CEO of TWC Management. “I am pleased our team is providing unmatched hospitality to guests and taking care of those in our community who need it the most right now.”

For more information, or to make a reservation, call the hotel directly at 970-522-6265.



Best Western Sundowner team members gather items to donate. Pictured (left to right): Patricia Johnson, Chris White, Chantelle Himes, Heather Rossen, and Lindsay Grice.

### **About Front Line Heroes Rewards Program**

Around the globe, our friends and family are on the front lines working to provide care to patients, ensure that we have food on our tables, and offer essential services that are needed to get through the current pandemic. At Best Western® Hotels & Resorts, we recognize that these efforts will allow us to once again travel to new destinations, visit our friends and families, and make memories that will last a lifetime.

- New BWR members will receive an upgrade Gold Elite status
- Current Elite BWR members will receive an upgrade to next Elite status
- Current Diamond Select Elite tier members will receive a Diamond Select for Life status

### **About TWC Management**

TWC Management is a family owned hotel management company specializing in the operation and development of limited service properties. Currently, TWC manages three properties in Colorado and Wyoming. TWC's employees are committed to serving each of our guests with a hospitality heart. We believe in the importance in community involvement and strive to be active in each of our markets. For more information regarding the company, please visit [www.twc-management.com](http://www.twc-management.com).