



Play in Pink supporters and volunteers to reap rewards of I Prefer Hotel Rewards donation

IrishGolfer.ie

12th October 2023



During the 2023 KPMG Women's Irish Open, Preferred Hotels & Resorts – the world's largest independent hotel brand – donated 1 million [I Prefer Hotel Rewards](#) points to Ireland's [National Breast Cancer Research Institute](#), the event's charity partner.

As the official hole-in-one sponsor for this year's [KPMG Women's Irish Open](#), Preferred Hotels & Resorts, announced that it would gift 2 million I Prefer Hotel Rewards points – redeemable for up-to 40 hotel nights – split equally between the charity and the first professional golfer to score an ace in the competition. Smilla Soenderby achieved first place, closing 10-under-par 62, but there was no hole-in-one winner. The charity, however still received their 1 million points which will go some way towards rewarding their partners, supporters and volunteers for their tireless work in 2023.

The National Breast Cancer Research Institute is an Ireland-based charity that funds a comprehensive research programme at the University of Galway. The research team, in collaboration with universities and hospitals across the globe, focuses on the development and improvement of diagnostic techniques and treatment strategies, to drive real and measurable improvement in clinical outcomes for breast cancer patients. “We are delighted with the generous 1 million I Prefer points donation,” said, Miriam Hand, National Coordinator ‘Play in Pink’ at the National Breast Cancer Research Institute. “This will make a huge impact to our volunteers and researchers who we intend on gifting them to, to support their ongoing [Play in Pink](#) activities. We are very appreciative to Preferred Hotels & Resorts.”

With more than 4.5 million members currently enrolled worldwide, I Prefer Hotel Rewards is the world’s biggest loyalty programme for independent hotels and extends points, status, and other complimentary benefits to members for eligible stays at more than 650 participating luxury hotels and resorts worldwide.

“We are thrilled to have awarded these I Prefer Hotel Rewards points to Ireland’s National Breast Cancer Research Institute. It is an honour to support such a worthy cause,” said Jennifer Munro, vice president of loyalty for Preferred Hotels & Resorts. “This year we re-introduced the programme with thoughtful updates, including the launch of a content-rich, standalone website, and an upgraded mobile app, ensuring that the charity’s volunteers will have access to even greater benefits and experiences across our hotels.”



Victoria Gray from Preferred Hotel with Miriam Hand, Play in Pink National Co-Ordinator.

Hosted for the second time at [Dromoland Castle Hotel](#) in County Clare, the KPMG Women’s Irish Open brought together the world’s best women golfers to compete in a magnificent setting that characterises the stunning Irish countryside. A member of Preferred Hotels & Resorts prestigious Legend Collection, Dromoland Castle’s 18-hole 6,824 yards par 72 championship course was elevated

with a €2 million upgrade in advance of the 2022 tournament and underwent further refurbishments this year.

As part of the Preferred Golf portfolio, I Prefer members also enjoy a free round of golf with each two-night stay at Dromoland Castle when booking the Complimentary Golf Offer. For more information on I Prefer Hotel Rewards and to enrol in the program visit iprefer.com/enroll.