

## Preferred announces week-long loyalty benefit for Earth Day



Worldwide: In support of Earth Day, held 22 April annually, Preferred Hotel Group will launch I Prefer Points for Good where members can donate points earned to the Ocean Heroes Network.

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Running from Thursday 22 April to Friday 30 April, travellers can donate points in increments of \$5, \$10 and \$20 directly to the Ocean Heroes Network - a global, non-profit organisation that supports youth leaders in their ocean health careers.

The organisation holds regular bootcamps globally, helping to train existing and emerging leaders to create their own campaigns to take action for clean seas. The first bootcamp was launched in 2018, led by Captain Planet Foundation, Lonely Whale, Point Break Foundation and a dozen other organisations.

Further information about Ocean Heroes Network can be found [here](#).

The announcement from Preferred closely follows the launch of [I Prefer Love](#) - a partnership series showcasing brand partners across the travel, fashion, food and wine, home and wellness industries.