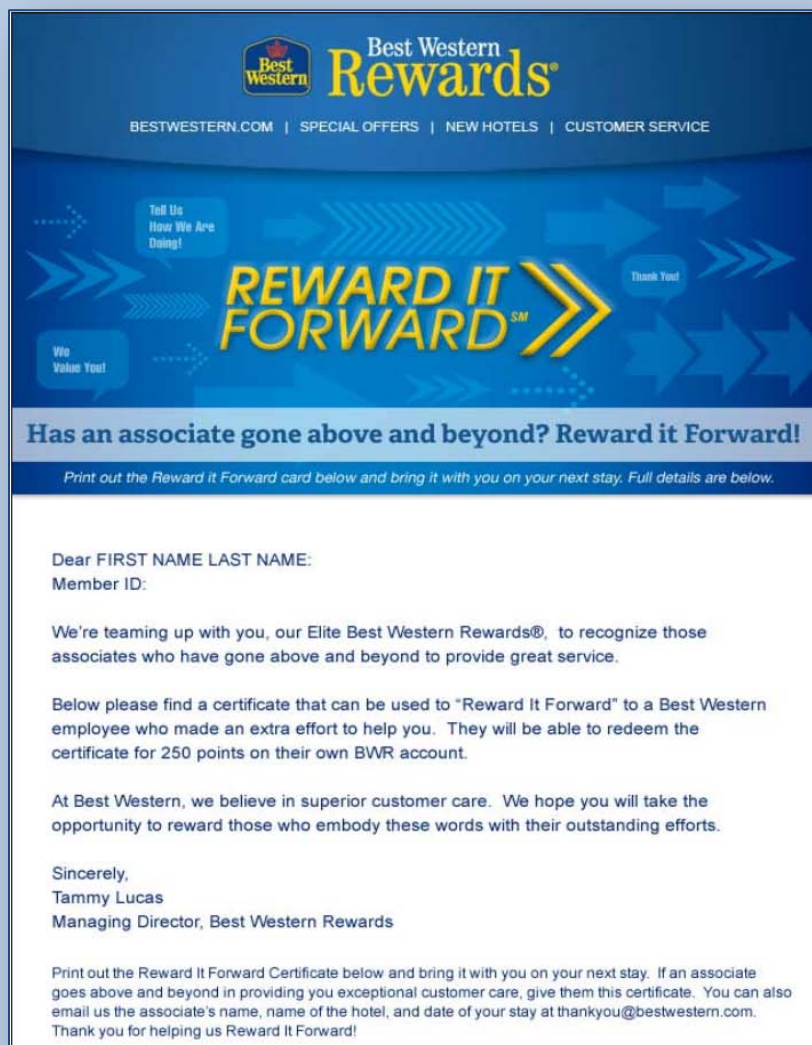




Best Western Reward it ForwardSM is our NEW and exciting incentive program for hotel associates! How does it work?

All Best Western Rewards® Elite members have been sent emails similar to what you see here:



Each email also included a certificate to print:



If an Elite Member feels that you have delivered superior customer care, then you may receive one of these certificates.

What to do then?

1. Please go to the new website: bwrewarditforward.com
2. You will have to enter your name, your BWR® #, your 5-digit property code AND the unique code from the Reward it Forward certificate that the guest gave you.
3. You will receive 250 BWR® bonus points for each certificate you redeem!

For more details and complete rules, please go to mybestwestern.com or send an email to BWRpropertysupport@bestwestern.com.