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A promotional banner for tires. On the left is an image of a blue car on a road. The text reads: 'CHOOSE TIRES THAT ARE SAFE NOW AND DOWN THE ROAD WITH THE MICHELIN PREMIER FAMILY OF TIRES'. To the right, it says '\$70 MAIL-IN REBATE WHEN YOU BUY 4 MICHELIN TIRES*' with a small note '*Some conditions apply'. On the far right is the 'Active Green+Ross' logo and 'COMPLETE TIRE & AUTO CENTRE' with a button that says 'CLICK HERE FOR MORE OFFERS'.

NEWS LOCAL

Annual 40 Winks event will benefit Red Roof Retreat

JULIA SISLER, SPECIAL TO THE STANDARD

Friday, December 17, 2010 12:00:00 EST AM

Niagara residents can enjoy a hugely discounted night at one of Niagara-on-the-Lake's top-rated hotels in February and give back to the community at the same time.

For a third year, Niagara's Finest Inns is hosting 40 Winks and donating all the proceeds to the Red Roof Retreat, a local space for young people with special needs and their families.

Retreat owner Stephanie Bjorgan said donations from the hotels go a long way toward supporting the respite home she and her husband established. At Red Roof Retreat, young people with special needs relax on their 11-acre hobby farm while giving their parents a rest.

"It's really important for families to get that break," she said.

Caring for special-needs children is a 24-hour job, Bjorgan said. It can also be expensive.

It costs about \$800 to provide qualified care for a weekend, she said, but the current price to stay at Red Roof Retreat is only \$140.

"This (hotel benefit) helps keep it affordable for families," Bjorgan said.

Michelle Kline, marketing manager at Niagara's Finest Inns, said rooms are going fast.

"Oh my goodness, we're almost completely sold out," she said.

"There's been an outpouring of people who want to support Red Roof Retreat."

Last year, three of the four hotels were sold out.

On Feb. 3, it will cost between \$40 and \$75 to stay in one of Niagara's Finest Inns' rooms. On a regular winter night at the Charles Inn, it would cost between \$199 and \$390.

The four hotels available are Harbour House, Charles Inn, The Shaw Club or the Colonel Butler Best Western.

Last year, the event raised nearly \$6,000 for the Red Roof Retreat.

To reserve a room or for more information, phone 905-468-3369.

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