

Choice Hotels Canada Honoured with Canadian Franchise Association Hall of Fame Award

TORONTO, April 1, 2019 – Choice Hotels Canada, one of the country’s largest hotel franchisors, is excited to announce that it has been awarded the **2019 Hall of Fame Award**, an annual Recognition Award from the Canadian Franchise Association (CFA). Of the Canadian Franchise Association’s 700 corporate members, only 32 have been awarded the **Hall of Fame Award**.

The **CFA Recognition Awards** honour individuals and CFA member companies for their outstanding achievements, philanthropic endeavours and contributions to the Canadian franchise community. Nominations are solicited from CFA members across Canada and winners are selected by the committee based on merit.

“The **CFA Recognition Awards** are about celebrating individuals and companies for their extraordinary accomplishments, and contributions, to the franchise community,” says the CFA’s President and Chief Executive Officer, Sherry McNeil. “Franchising is ultimately about people. Our prestigious **CFA Recognition Awards** honours each individual and company for their demonstrated commitment to growing together and for showing Canadians nationwide what the franchise model can help them achieve. We congratulate Choice Hotels Canada for their achievement.”

“For the past 25 years, our goal has been the same -- to deliver exceptional value to our growing number of franchisees and to help them realize their optimal potential and performance goals,” said Brian Leon, president, Choice Hotels Canada. “As a 100% franchise owned and operated organization, we are especially honoured and delighted to dedicate this recognition to our franchisees from coast to coast.”

For more information about Choice Hotels Canada and its award-winning properties, please visit www.choicehotels.com. For more information about the **CFA Recognition Awards**, please visit: www.cfa.ca.

About Choice Hotels Canada

Choice Hotels Canada[®] is one of the largest and most successful lodging franchisors in the country with more than 340 properties currently open or under development. The Choice[®] family of hotel brands provide business and leisure travellers with a range of high-quality lodging options, including limited to full-service hotels in the upscale, mid-scale, extended stay and economy segments. Brands in Canada include Ascend Hotel Collection[®], Comfort[™], Sleep Inn[®], Quality[®], Clarion[®], MainStay Suites[®], Suburban

Extended Stay Hotel[®], Econo Lodge[®] and Rodeway Inn[®]. All hotels are independently owned and operated. Choice Hotels Canada[®] is master franchisee of Choice Hotels International, Inc., which franchises more than 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of December 31, 2018. The award-winning Choice Privileges[®] loyalty program offers members benefits from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

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About the Canadian Franchise Association

The Canadian Franchise Association (CFA) helps everyday Canadians realize the dream of building their own business through the power of franchising. CFA advocates on issues that impact this dream on behalf of more than 700 corporate members and over 40,000 franchisees from many of Canada's best-known and emerging franchise brands. Beyond its role as the voice of the franchise industry, CFA strengthens and develops franchising by delivering best-practice education and creating rewarding connections between Canadians and the opportunities in franchising. Canadian franchises contribute over \$96 billion per year to the Canadian economy and create jobs for more than 1.8 million people. Learn more at www.cfa.ca or www.FranchiseCanada.online.

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