

Choice Hotels is Exclusive Hotel Category Advertiser in NBC Telecast of 2004 Summer Olympic Games

PRNewswire
SILVER SPRING, Md.

Worldwide lodging franchisor Choice Hotels International has signed on as the exclusive hotel category advertiser in NBC's telecast of the 2004 Summer Olympic Games. More than 10,000 athletes from more than 200 nations will compete for the Gold in over 300 events, broadcast on NBC from August 13th through August 29th.

According to Wayne Wielgus, senior vice president of marketing for Choice Hotels, the company's advertisements throughout the August telecast will promote the company's fall promotional campaign, as yet unannounced.

"NBC's telecast of the 2004 Summer Olympic Games represents a tremendous opportunity for us to get our message out to the millions of people who will be glued to their television sets, waiting to see the next great moment in sports," said Wielgus. "The games in Athens will unite the worldwide community, and as a leader in global hospitality we are proud to be a part of the excitement."

Choice Hotels' advertisements will begin airing on August 13 and will be shown on the NBC, MSNBC, CNBC and Bravo networks.

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in 44 countries and territories under the Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge, and Rodeway Inn brand names. For more information on Choice, visit the company's web site at www.choicehotels.com.

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SOURCE: Choice Hotels International

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