'Wake Up a Winner' at Choice Hotels This Summer

PRNewswire
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Worldwide lodging franchisor Choice Hotels International is launching "Wake Up a Winner" this summer -- a sweepstakes promotion that includes a Grand Prize trip to Athens, Greece for this summer's events.

Visitors to choicehotels.com, the company's web site, may enter the "Wake Up a Winner" sweepstakes beginning June 7. Grand Prizes include trips for two to the events in Athens, Greece, as well as Rome and London, complete with airfare, hotel accommodations and $10,000 in spending money. Additional Grand Prize trips for two to National Park sites throughout the U.S., including airfare, hotel accommodations and $5,000 in spending money, will also be awarded.

Two Grand Prize Athens trips will be awarded, with the drawing on July 15. Two Grand Prize National Parks trips will be awarded, with the drawing on September 15.

Additionally, guests at any Choice brand hotel -- Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge and Rodeway Inn -- will have a chance to win additional prizes throughout the summer. "Wake Up a Winner" Scratch and Win cards, distributed to each guest, will award prizes ranging from, points/stamps for Choice Hotels' Choice Privileges and EA$Y CHOICE reward programs, to one million frequent flyer miles with participating airlines, to digital cameras, to discounts off of future stays. "Wake Up a Winner" Scratch and Win cards will be distributed at domestic hotels beginning June 7 and ending August 29 or while supplies last.

Beginning in June, Choice Hotels will launch a series of advertisements to promote the "Wake Up a Winner" sweepstakes. Ads will run on major cable networks including CNN, ESPN, The Discovery Channel and the Weather Channel, while print ads will run in national and trade publications.

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.

NO PURCHASE NECESSARY. Void in Puerto Rico and where prohibited. Promotion open to legal U.S. residents, including the District of Columbia, at least 18 years of age at the time of entry. Promotion runs 6/7/04 to 8/29/04 or, for the Game, until all Game Pieces are exhausted. Game: Receive one (1) Game Piece each time you: 1. Check in to a participating Choice hotel (Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge, or Rodeway Inn hotel); 2. Request a game piece by visiting a participating Choice hotel; 3. Print your name, address, day and evening phone numbers, e-mail address (if any), age and the name "Choice Hotels Wake Up A Winner" on a 3" x 5" piece of paper, include an envelope, and mail both to "Choice Hotels Wake Up A Winner Game Piece Request", P.O. Box 9052, Farmington Hills, MI 48333- 9052. All mail-in requests must be postmarked by 8/29/04 and received by 9/7/04. All requests, including envelopes, must be handwritten. Limit one (1) Game Piece per request. Limit one (1) Game Piece per person, per day regardless of method. Sweepstakes: Visit www.choicehotels.com and complete entry form completely for one (1) entry. For full Official Rules, visit www.choicehotels.com. Game Prizes: FIVE (5) GRAND PRIZES: One million Delta SkyMiles(R). Approximate Retail Value ("ARV"): $20,000. Odds 1:1,600,000. For Game Pieces obtained from a: Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites ("Midscale Property"): TEN (10) FIRST PRIZES: 100,000 Choice Privileges points. Odds 1:670,000. ARV: $1,080. For Game Pieces obtained from a: Econo Lodge and Rodeway Inn ("Economy Property"): TEN (10) FIRST PRIZES: Ten (10) completed (10-stamp) EA$Y Choice cards. ARV: $500. Odds 1:130,000. For Game Pieces obtained from a Midscale Property: FIVE HUNDRED (500) SECOND PRIZES: 6,000 Choice Privileges points. ARV $65. Odds 1:13,400. For Game Pieces obtained from an Economy Property: FIVE HUNDRED (500) SECOND PRIZES: One (1) completed EA$Y Choice card. Odds 1:2,600. ARV: $50. For both Economy

and Midscale Properties: ONE HUNDRED (100) THIRD PRIZES: Fuji FinePix 3.2-Megapixel Digital Camera. ARV: $200. Odds 1:80,000. If obtaining Game Piece by mail, Administrator will randomly select Game Piece from Midscale or Economy Property, in its sole discretion. Sweepstakes Prizes: Two (2) trips of a Lifetime to the Athens 2004 Olympic Games. ARV: $30,000; two (2) trips of a Lifetime to America's National Parks. ARV: $15,000. Odds depend upon number of eligible entries received. Sponsor: Choice Hotels International Services Corp., 10750 Columbia Pike, Silver Spring, MD 20901.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge, Rodeway Inn, Choice Privileges and EA$Y CHOICE are the proprietary trademarks and service marks of Choice Hotels International Inc.

SOURCE: Choice Hotels International

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