

## **Giving Pre-Game a New Name**

**Comfort Inn by Choice Hotels and 'The Steve Harvey Morning Show' Join Forces with Rebuilding Together to Help Rebuild Homes for Those in Need in Miami**

PRNewswire-FirstCall  
MIAMI

Choice Hotels President and CEO Steve Joyce and Rebuilding Together President and CEO Gary Officer join "The Steve Harvey Morning Show" for a live broadcast from the site of Rebuilding Together's 15th annual "Kickoff to Rebuild" on February 4, 2010.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100204/PH49921> )

The event is held each year in the city of the Big Game to help revitalize communities. Choice Hotels' associates and franchisees donated their time working side by side with former and current professional football players and other volunteers to help rehabilitate seven homes in Miami as part of this year's effort in historic Coconut Grove.

In 2009, Choice Hotels International, Inc. made a multi-year commitment of \$1.5 million and since September 11, 2009, has completed 21 projects across the country, with more than 700 volunteers contributing more than 5,000 hours toward the effort.

First Call Analyst:  
FCMN Contact: david\_peikin@choicehotels.com

Photo: <http://www.newscom.com/cgi-bin/prnh/20100204/PH49921>  
AP Archive: <http://photoarchive.ap.org/>  
AP PhotoExpress Network: PRN9  
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: Choice Hotels International, Inc.

CONTACT: Heather Soule of Choice Hotels International, Inc., mobile,  
+1-310-993-3762, heather\_soule@choicehotels.com

Web Site: <http://www.choicehotels.com/>

---

<https://stage.mediaroom.com/choicehotels/2010-02-04-Giving-Pre-Game-a-New-Name-1>