

Giving Pre-Game a New Name

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

PRNewswire
SILVER SPRING, Md.

This year, Comfort Inn by Choice Hotels and "The Steve Harvey Morning Show" will skip the usual pre-game festivities to join Rebuilding Together, football stars and volunteers for the 15th annual "Kickoff to Rebuild." This highly-anticipated, charitable event occurs every year in the city of the Big Game and creates lasting impacts by revitalizing communities in need.

Instead of tailgating and chili making, on February 4, more than 300 volunteers from Choice Hotels, the Miami community, celebrity guests, as well as current and former professional football players, will rehabilitate seven homes and revitalize the historic neighborhood of Coconut Grove in Miami.

"We're going to Miami to work side by side with hundreds of volunteers to help families in this community, all part of our larger commitment to give back across the country," said Stephen P. Joyce, president and chief executive officer of Choice Hotels International. "At Choice Hotels, we believe hospitality extends far past the front doors of our hotels and into the communities where we live and work - this understanding has made us better hoteliers, employees and people."

As this year's title sponsor, Comfort Inn by Choice Hotels is bringing volunteers and the legendary "The Steve Harvey Morning Show" to broadcast live on-site during the event. After an incredible morning in which volunteers and football stars will work together to make critical home repairs, provide disability access and install money-saving, energy-efficiency upgrades, there will be a celebratory street party with food, local vendors, sponsors and music. The street party will also provide the opportunity to collect donations to support disaster relief in Haiti.

"I'm honored to team up with Choice Hotels and Rebuilding Together to help give back to these wonderful families and also help raise donations for the people in Haiti," said Steve Harvey. "We need everyone to step up and help our fellow men, women and children both here in America and in Haiti during these most difficult times."

Support Rebuilding Together's efforts in Haiti easily by texting "BUILD" to 85944 to donate \$10.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 485,000 rooms in the United States and more than 35 other countries and territories. As of September 30, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 59,000 rooms, and more than 100 hotels, representing approximately 9,400 rooms, are under construction, awaiting conversion or approved for development in more than 20 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at www.choicehotels.com.

About Rebuilding Together

Rebuilding Together is the nation's leading nonprofit organization working to preserve affordable homeownership and revitalize neighborhoods by providing critical home repair and modification services to those in need at no cost to homeowners. With the help of everyday citizen volunteers, skilled trades people, the support of local business and major corporate partners, Rebuilding Together affiliates in America's largest cities and smallest towns make life considerably better for thousands of low-income homeowners and the communities in which they live by completing 10,000 projects per year. In addition to its core home repair work, Rebuilding Together also rehabilitates community centers and conducts home modification and repair programs that focus on aging in place. Rebuilding Together has programs dedicated to ageing in place, energy efficiency, veteran's housing, and disaster recovery and reconstruction. For more information, visit www.RebuildingTogether.org

About The Steve Harvey Morning Show

The Steve Harvey Morning Show is uplifting and inspirational, covering issues and community concerns that touch everyone. Hosted by New York Times Bestselling Author and Comedian Steve Harvey, Shirley Strawberry, Nephew Tommy, and Carla Ferrell, the Morning Show combines compelling stories and interviews with humor, great music and hot celebrities from the entertainment and sports world. The Steve Harvey Morning Show can be heard in 64 markets from mainstream Hip Hop to Adult Contemporary, and has more than 7 million listeners and growing.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

© 2010 Choice Hotels International, Inc. All rights reserved.

First Call Analyst:
FCMN Contact:

SOURCE: Choice Hotels

CONTACT: Heather Soule of Choice Hotels, +1-301-628-4361, heather_soule@choicehotels.com; or Becky Carter of Rebuilding Together, +1-202-518-3500, bcarter@rebuildingtogether.org

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

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