

## **Choice Hotels International Celebrates Earth Day with Exclusive Free Song Download Offer**

**Choice to give up to \$10,000 to The Nature Conservancy Based on the Number of Times Consumers Download the Song "Big Planet"**

PRNewswire-FirstCall  
SILVER SPRING, Md.

Worldwide lodging franchisor Choice Hotels International, Inc. will celebrate Earth Day on April 22, 2010, by offering exclusive access to and complimentary download of "Big Planet" by award-winning singer, composer and songwriter Billy White Acre. Each time the song is downloaded within a 24-hour period from noon EDT on April 22, 2010 until noon EDT on April 23, 2010, Choice will give \$1, up to a total of \$10,000, to The Nature Conservancy.

Billy White Acre's career as a songwriter, composer and performer has garnered numerous awards, including Southern California's Guitarist of the Year, First Place (ROCK) in Billboard Magazine's Annual Song Contest, Best Film Score and Sound Design for the film Cookers at the Milan International Film Festival, and Best Independent Release at the Los Angeles Music Awards for his album Billy's Not Bitter. His songs have been featured in dozens of films and television shows.

"I am delighted to have Choice Hotels exclusively offer my song 'Big Planet' as a free download on Earth Day 2010," said White Acre. "I wrote 'Big Planet' to help raise awareness for the vital need to protect our home, so I love what Choice Hotels is doing to minimize carbon footprints, as well as the generous contribution they are making to support The Nature Conservancy. I hope everyone really enjoys our song and uses it as a reminder that we all have a responsibility to protect local communities and our Big Planet."

In February 2009, Choice Hotels also launched the optional property-level Room to be Green program by challenging its franchise hotel owners to take some modest first steps towards a more environmentally-responsible and sustainable future. The goals of the program are simple: Reduce property-level environmental impact and waste through best practices in order to reduce the environmental impact and operational costs, as well as meet the changing expectations of today's eco-conscious guests.

To download this year's special Earth Day music from Choice Hotels, visit [choicehotels.com](http://choicehotels.com). For more information about Billy White Acre and Big Planet Music, visit [bigplanetmusic.com](http://bigplanetmusic.com).

The song "Big Planet" (or "this selection") is owned and licensed by the artist and composer Billy White Acre and the company Big Planet Music. Those downloading this selection agree not to re-sell, re-package or re-distribute any portion of it. Unauthorized duplication is a violation of applicable law.

### **About The Nature Conservancy**

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. The Conservancy and its more than 1 million members have protected nearly 120 million acres of land and 5,000 miles of rivers worldwide since the organization's founding in 1951. The Nature Conservancy operates more than 100 marine conservation projects globally, with a presence in all 50 states and more than 30 countries, protecting habitats from grasslands to coral reefs, from Australia to Alaska to Zambia. For more information on The Nature Conservancy, visit [nature.org](http://nature.org).

### **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 December 31, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 57,000 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](http://www.choicehotels.com).

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First Call Analyst:  
FCMN Contact: [david\\_peikin@choicehotels.com](mailto:david_peikin@choicehotels.com)

SOURCE: Choice Hotels International, Inc.

CONTACT: Rocco Loverro of Choice Hotels International, Inc.,  
+1-301-592-6719, [rocco\\_loverro@choicehotels.com](mailto:rocco_loverro@choicehotels.com)

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

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