

Choice Hotels International Participates in 2nd Annual 'Room to Rebuild' Project in Phoenix

Choice Hotels Partners with Rebuilding Together to Revitalize Homes in their own Backyard

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Nov. 18, 2010 /PRNewswire/ -- On Thursday, November 18, 2010, leading worldwide lodging franchisor Choice Hotels International, Inc. (NYSE: CHH) joins signature cause partner, Rebuilding Together for the second annual "Room to Rebuild" project, revitalizing a Phoenix area healthcare facility.

Choice Hotels has been a partner of Rebuilding Together since September 2009, debuting its "Room to Rebuild" partnership to help revitalize homes nationwide and in its own backyard. Since that time, the company has sponsored, and its associates volunteered, for numerous rebuilding projects, and in 2009 alone almost 1000 volunteers from Choice Hotels spent more than 6,000 hours on Rebuilding Together projects across the country. This year, 130 Choice Hotels associates from the company's brand new Phoenix corporate office as well as local franchisees will focus their energy, volunteering to work on a local Hacienda Healthcare facility.

"Over the last year, Choice Hotels made a major commitment to Rebuilding Together and it has been great to see our associates and franchisees embrace this organization and really work together to help make a difference in the communities in which we all live and work," said Bruce Haase, executive vice president of global brands, marketing and operations for Choice Hotels, who has recently joined Rebuilding Together's National Board of Directors.

As part of the revitalization project, Choice Hotels volunteers will assist in landscaping, painting, renovations, and other hands-on activities, side by side with the center's residents who call Hacienda Healthcare home. Hacienda HealthCare, through its affiliates, Hacienda, and Los Ninos Hospital, is the leading provider of specialized services for medically fragile and chronically ill infants, children and young adults in Arizona.

"Choice Hotels has become an integral part of our work to revitalize communities and restore

homes across America," said Gary A. Officer, President and CEO of Rebuilding Together. "We are happy to continue our relationship with Choice Hotels for the second annual 'Room to Rebuild' project in Phoenix and look forward to another successful event."

Media and the public are invited to attend formal remarks to begin at noon at 1402 East South Mountain Ave., Phoenix, Ariz. 85042.

About Rebuilding Together

Rebuilding Together is the nation's leading nonprofit organization working to preserve affordable homeownership and revitalize neighborhoods by providing extensive rehabilitation and modification services to those in need at no cost to those served. 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. Rebuilding Together has programs dedicated to energy efficiency, veteran's housing, aging in place and Gulf Coast reconstruction.

For more information, visit www.RebuildingTogether.org. You can also follow Rebuilding Together on Twitter @rebltdgtogthr or become a fan on Facebook at Facebook.com/RebuildingTogether.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 490,000 rooms, in the United States and more than 35 other countries and territories. As of September 30, 2010, more than 540 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 44,000 rooms, and approximately 90 hotels, representing approximately 8,000 rooms, were under construction, awaiting conversion or approved for development in 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.

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.

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