

## **Consumers Can Download and Donate with the Choice Hotels Music Newest Song**

**SOME (So Others Might Eat) Non-Profit Receives \$1 for Each Free Download of 'Looking for the Road' at ChoiceHotelsMusic.com**

PR Newswire  
SILVER SPRING, Md.

SILVER SPRING, Md., Dec. 6, 2010 [PRNewswire/](#) -- Yesterday marked the official launch of the newest free downloadable song from Choice Hotels Music. Starting December 5, consumers who visit ChoiceHotelsMusic.com and download the free song "Looking for the Road" by Holly Montgomery will sponsor a \$1 donation from Choice Hotels International to the non-profit organization SOME (So Others Might Eat). Choice Hotels will donate one dollar for every free download of the song by consumers, up to \$10,000.

"With the continued success of the Choice Hotels Music program, I hope that consumers will respond just as favorably and charitably to our newest song download as they have to our previous songs, helping us to raise \$20,000 for two different charities already," said Stephen P. Joyce, president and CEO for Choice Hotels International. "Through this program, our goal is to enable charities to harness the power of music to help raise awareness and funds like never before through the vast distribution of ChoiceHotels.com, which reaches so many consumers every day."

The featured charity for this song launch, SOME, is a community-based organization whose mission is to help the poor and homeless of our nation's capital by offering services such as food, clothing, medical and dental care, affordable housing, job training, addiction treatment, and counseling to the poor, the elderly and individuals with mental illness.

"We hope this song helps to inspire people to think about others during this season of giving and we're very happy that the song writer/artist, Holly Montgomery, has chosen to personally perform 'Looking for the Road' at our fundraising gala tomorrow night in Washington, D.C.," said Fr. John Adams, President of SOME.

Good causes have never sounded so great -- Choice Hotels Music has been hard at work bringing listeners the best of the best music, while also giving these listeners a chance to make a difference in the lives of others. Each song produced benefits a featured cause or charity through donations for downloads

at ChoiceHotelsMusic.com. The program's two previous free song downloads that launched each brought in over 10,000 downloads, resulting in \$20,000 in total donations to charitable organizations Rebuilding Together and Boys & Girls Clubs Chapters.

Visit ChoiceHotelsMusic.com today to download the free song "Looking for the Road" by Holly Montgomery and inspire a \$1 donation (up to \$10,000) from Choice Hotels to So Others Might Eat.

#### *About Choice Hotels Music*

Choice Hotels Music is an innovative initiative from Choice Hotels International that supports signature causes and artists by introducing new music to millions of listeners using the power of the company's leading edge marketing and distribution channels. Each song produced directly benefits a featured cause or charity through donations per download from choicehotels.com, and all music is produced to the artist's creative specifications and remains the ownership of the artist.

#### *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.

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).

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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