Consumers Can Download for Donations with the Choice Hotels Music Newest Original Song

'Sweetest Dreams' Combines the Musical Talents of Rockers with the Words of an Inspirational Poet - To Benefit the Non-Profit ServiceSource Foundation

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Jan. 11, 2011 /PRNewswire/ -- As part of the continuing Choice Hotels Music program that introduces original songs to benefit a range of charities, "Sweetest Dreams" performed by Holly Montgomery will be launched on the Choice Hotels Music website. "Sweetest Dreams" was made available on January 11, 2011, and consumers who visit ChoiceHotelsMusic.com and download the free song will sponsor a $1 donation from Choice Hotels International (NYSE: CHH) to the non-profit organization ServiceSource Foundation. Choice Hotels will donate one dollar for every free download of the song by consumers, up to $10,000.

"Sweetest Dreams" is the latest song to be introduced by Choice Hotels Music and it's one that strikes a particularly emotional chord for the company. In May of 2010, Steve Joyce, president and CEO of Choice Hotels International and Vice-Chairman of the ServiceSource Foundation, visited ServiceSource in Alexandria, Virginia where he met a remarkable young woman named Kai Croft. Kai is a 26 year old client of ServiceSource, who, despite having Arthrogryposis -- a severe physical disability which affects a person's joints, is a prolific and eloquent poet. After reading Kai's poetry blog, Steve asked Kai if she would like some of her poems put to music. Kai loved the idea.

"I have been writing poetry for as long as I can remember. I think I was about 12 years old when I wrote my first poem called 'Poems' and it made me think that I could express myself with the words that readily came to mind," said Kai. "It's so exciting that my writing has inspired others to create this song and give back to ServiceSource."

Representatives of Choice Hotels contacted Holly Montgomery (local musician) and Tom Nichols (local musician & producer) and asked them to review some of Kai's poems to see if they might create a song from her poetry. Montgomery and Nichols got right to work, pulling lines and words from her poems to assemble what ultimately became the lyrics to "Sweetest Dreams."

"As soon as Tom and I started reading Kai's blog we fell in love with her words. Using her poetry, it was so

easy to create a beautiful song. We started arranging and composing music and in only a few days were able to record a demo," said Holly Montgomery, Sweetest Dreams singer and songwriter. "But what really made the experience amazing was the fact that not only did we get to create this music, but every time somebody downloads the song a donation (up to $10,000) is made back to the organization that means so much to Kai -- ServiceSource Foundation. We are able to make music and make a difference!"

"I was so inspired by meeting Kai, reading her poems and learning what ServiceSource Foundation does to help people. It all just fit so perfectly with the Choice Hotels Music program which was able to combine all of these amazing elements to create 'Sweetest Dreams,'" said Steve Joyce, Choice Hotels President and CEO, and Vice-Chairman of the ServiceSource Foundation.

The song was professionally recorded on May 26, 2010. With Kai in attendance, she was able to hear exactly how the words in her poems came to life in a song. Nichols produced the recording and sang backup vocals while Montgomery played bass and sang lead vocals. A host of famous and talented musicians also played on the song including Drummer Aynsley Dunbar, and Guitarists Randall Hall and Paul Bell.

Since the launch of Choice Hotels Music in August 2010, the company has released three original songs that have generated over 30,000 downloads, which resulted in donations from Choice Hotels to three worthy charities -- Rebuilding Together, SOME (So Others Might Eat) and the Boys & Girls Clubs of Metropolitan Washington and Greater Baltimore.

Visit ChoiceHotelsMusic.com today to download the free song "Sweetest Dreams" by Holly Montgomery and inspire a $1 donation (up to $10,000) for the ServiceSource Foundation.

For more of Kai's poetry, visit her blog atwww.kaiswriting.blogspot.com.

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.

About ServiceSource

As part of the ServiceSource Network, ServiceSource provides employment and rehabilitation support services to individuals with disabilities. With operations in nine states and the District of Columbia, the ServiceSource Network serves more than 11,000 people with disabilities of whom more than 1,600 are directly employed by the company. To learn more about ServiceSource and its programs, visit www.ourpeoplework.org.

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CONTACT: Heather Soule, +1-301-628-4361, heather_soule@choicehotels.com

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

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