

Choice Hotels Music Celebrates Love with its Newest Original Song Available for Free Download

"Sweetest Dreams" Makes Valentine's Day Just a Little Bit Sweeter with the Words of a Special Poet

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Feb. 14, 2011 /PRNewswire/ -- Just in time for Valentine's Day this year, Choice Hotels Music is offering yet another free original song download for consumers with "Sweetest Dreams." Performed by Holly Montgomery and available for free at ChoiceHotelsMusic.com, "Sweetest Dreams" was inspired by the poetry of a remarkable young woman named Kai Croft and its lyrics were inspired by the emotion of love.

To view the multimedia assets associated with this release, please click:
<http://multivu.prnewswire.com/mnr/choicehotels/45003/>

(Photo: <http://photos.prnewswire.com/prnh/20110214/MM47027>)

As the newest release by Choice Hotels Music, the song strikes a particularly emotional cord 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 Kai. 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.

What's more, consumers who visit ChoiceHotelsMusic.com and download the free song will sponsor a \$1 donation from Choice Hotels International 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.

"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."

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

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 at www.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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