

Choice Hotels to Match Donations to the American Red Cross for Disaster Relief and Recovery

ROCKVILLE, Md., Sept. 17, 2018 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) has announced it will match Choice Privileges member donations to the American Red Cross, encouraging its members to donate loyalty points that convert to cash. Choice Hotels will match up to 20 million points contributed by members in support of disaster relief and recovery efforts through the end of this year.

Choice Hotels is a member of the Red Cross Disaster Responder Program, which ensures American Red Cross is prepared to respond to disasters and meet the needs of those affected anytime and anywhere across the United States.

Each year, the American Red Cross responds to nearly 64,000 disasters around the country, providing food, shelter and comfort to people affected by disasters during their greatest time of need. In 2017, Choice Hotels mobilized the generosity of Choice Privileges members to donate to disaster relief, together raising a combined total of nearly \$400,000, in addition to providing 1,000 comfort kits and blankets.

"Our thoughts go out to everyone affected by Hurricane Florence, and we are committed to assisting our franchisees and their guests, as well as supporting local recovery efforts," said Patrick Pacious, president and chief executive officer, Choice Hotels. "Hospitality extends beyond hotels and into the communities where we live and work, which is why Choice is dedicated to ensuring those in need are cared for during disasters."

For more information on Choice Hotels' efforts and to donate, visit <https://www.choicehotels.com/choice-privileges/redeem-points/donations>.

Guests who are looking for a hotel room can visit ChoiceHotels.com or call 1(877)424-6423 for the most up-to-date information on availability and rates.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,800 hotels, representing more than 550,000 rooms, in over 40 countries and territories as of June 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.


About American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

© 2018 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

For further information: Alannah Don, Choice Hotels: 301-592-5154,
Alannah.Don@choic-hotels.com

Additional assets available online:  [Photos \(1\)](#)

<https://stage.medi-aroom.com/choice-hotels/2018-09-17-Choice-Hotels-to-Match-Donations-to-the-American-Red-Cross-for-Disaster-Relief-and-Recovery>