

Choice Hotels Joins Serta “Stay Home, Send Beds” Initiative, Enabling Loyalty Members to Donate Points Towards Hospital Mattress Donations

ROCKVILLE, Md., April 15, 2020 -- [Choice Hotels International, Inc.](#) (NYSE: CHH) is teaming up with Serta, Inc., the nation’s leading mattress brand, to contribute to its “Stay Home, Send Beds” initiative, which is providing bed donations to help address nationwide shortages at hospitals and temporary medical facilities caused by the COVID-19 pandemic. Beginning today, members of Choice Hotels’ award-winning Choice Privileges® loyalty program can donate their points towards beds for hospitals in need, and Choice will increase the impact by matching 100 percent of donated Choice Privileges points for a limited time. All Serta mattress donations are being facilitated through Relief Bed International, a nonprofit organization that provides beds to impoverished people and disaster victims around the world.

“We are so grateful to our nation’s tireless healthcare workers and recognize the increased needs and demands hospitals are facing to support and treat those affected by COVID-19,” said Robert McDowell, chief commercial officer, Choice Hotels. “We want to do our part to help those on the front lines and facilitate care for those in need, and right now, every bed counts. Our customers are looking for ways to safely give back during this pandemic, and we’re proud to give them a way to do just that by supporting communities in need and contributing to this important cause.”

This is the latest example of the ongoing efforts by Choice and its franchisees to support those impacted by COVID-19 and local communities, including:

- **American Red Cross:** Choice Hotels is a member of the Red Cross Disaster Responder Program, which ensures the American Red Cross is prepared to respond to disasters and meet the needs of those affected anytime and anywhere across the United States. Guests can aid this life-saving organization by redeeming Choice Privileges® points that convert to a cash donation.
- **Operation Homefront:** Due to COVID-19 social distancing restrictions, family members of ill or injured service members are being displaced from their current housing. Choice is providing Choice Privileges points donations towards hotel rooms to help these families during this transition. Choice Privileges loyalty members are also able to donate points to benefit this cause.
- **International Franchise Association:** Choice is supporting the association’s *Franchising Gives Back* program, which provides education, resources and direct financial support to small businesses and local non-profit partners across the country. Choice Privileges members can donate points to the program to help fund initiatives contributing to communities and families in need, and Choice is currently matching the first 5 million points donated.

Choice hotels are also offering discounted hotel rates to essential workers and volunteers serving communities across the country during the COVID-19 crisis. The company’s **Choice Cares** rate is available at participating locations to all workers and volunteers identified by

the Department of Homeland Security as Essential Critical Infrastructure Workers.

“Our franchisees are some of the most dedicated and inspiring people on the frontlines, putting their staff and communities at the forefront of their action,” added McDowell. “We applaud the commitment of our owners in opening their doors to essential workers, providing care packages and supplies to the individuals who need them, and making a difference in numerous other ways for their hotels and communities during this time of need.”

Choice hotels across the nation are housing members of the National Guard, first responders, essential healthcare staff and various other groups affected by the pandemic. For example, a Sleep Inn in Harrisonburg, Virginia, has donated all of its rooms for medical professionals to quarantine and protect their families. Countless franchisees are also supporting their communities in other practical and creative ways. Some hotels, such as the Ascend Esquire Hotel in Gastonia, North Carolina, are using their restaurants to provide free meals or vouchers to furloughed and essential workers. The Cambria Hotel & Suites in Traverse City, Michigan, thanked local healthcare professionals by contributing to goody bags as part of the local “Community Care Project” and donated sheets to “Seamstresses for Safety,” which were used to make gowns and masks for healthcare workers. In addition, the WoodSpring Suites hotel in Allentown, Pennsylvania donated a dozen handmade superhero masks to healthcare workers currently staying at the hotel. Many hotels flying the Choice flag are also participating in the American Hotel and Lodging Association’s *Hospitality for Hope* program, which connects hotels with essential workers looking for safe housing and support during the pandemic.

To donate Choice Privileges points toward beds for hospitals or other causes, interested members can visit <https://www.choicehotels.com/choice-privileges/redeem-points/donations>. For more information on recent travel policy changes due to the impact of COVID-19, visit www.choicehotels.com.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world, providing 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 Serta, Inc.

Serta, Inc. (“Serta”), through its licensees, is America’s leading mattress brand. Serta’s

product portfolio includes the Perfect Sleeper®, which is the Only Official Mattress of the National Sleep Foundation, and the iComfort® Sleep System, both named Consumers Digest Best Buys. Serta through its licensees also manufactures the iSeries® Hybrid Sleep System.

As the leading provider of mattresses to the hospitality industry, Serta partners with many hotel groups. In addition, Serta is distributed internationally in more than 150 other countries.

With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality. For more information, visit www.serta.com.

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