

**Enter for a chance to Win the Ultimate Family Reunion  
Vacation at ESSENCE Music Festival(R), New Orleans  
Free Accommodations at Comfort Inn Hotel and \$5,000 Towards Roundtrip Airfare**

PRNewswire  
SILVER SPRING, Md.

Bring your whole family to New Orleans for a free getaway, July 3 - 5, for the 15th annual ESSENCE Music Festival.

Comfort Inn and ESSENCE Magazine are teaming up to give travelers the chance to win the Ultimate Family Reunion vacation. Enter online now through May 10, 2009 at [www.essence.com/choicehotels](http://www.essence.com/choicehotels).

The grand prize is a trip to the 2009 ESSENCE Music Festival for you and your family -- up to 10 people. You'll get tickets to the music festival and \$5,000 towards roundtrip airfare to New Orleans. Hotel accommodations will be provided for up to 10 people compliments of Comfort Inn, so bring grandparents, cousins, aunts and uncles to relax and have fun at Comfort

Last year, the ESSENCE Music Festival drew roughly 270,000 fans. Attendees say this music extravaganza is like one big family. ESSENCE and Comfort Inn want to make you and your loved ones part of this family too.

For more information, visit [www.essence.com/choicehotels](http://www.essence.com/choicehotels).

About Essence Magazine

(Essence Communications Inc. (ECI) is the leading media and communications company dedicated to African-American women. With a multi-platform presence in publishing, live events, and online, the Essence brand is "Where Black Women Come First". The company's flagship publication, ESSENCE magazine, is the preeminent lifestyle magazine for African-American women; generating brand extensions such as the Essence Music Festival, Window on Our Women (WOW I, II & III) and Smart Beauty I, II & III consumer insights, the Essence Book Club, Essence.com, and ventures in digital media (mobile, television and VOD). For 39 years, ESSENCE magazine, which has a readership of 8.1 million, has been the leading source of cutting-edge information relating to every area of African-American women's lives.

Additional information about ECI and ESSENCE is available at [www.essence.com](http://www.essence.com).

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 470,000 rooms, in the United States and more than 30 countries and territories. As of December 31, 2008, 987 hotels are under construction, awaiting conversion or approved for development in the United States, representing 78,915 rooms, and an additional 121 hotels, representing 10,190 rooms, are under construction, awaiting conversion or approved for development in more than 15 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 Web site, which may be

accessed at [www.choicehotels.com](http://www.choicehotels.com).

NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. The Ultimate Family Vacation Sweepstakes is open to legal residents of the 50 United States and the District of Columbia, age 18 or older at time of entry. Void where prohibited by law. To enter and view complete Official Rules, click [here](#). Sweepstakes ends at 11:59 PM ET on 5/10/09.

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