

Choice Hotels Launches 2nd Song for Innovative Music Initiative to Support Nonprofit Causes and Musicians

'Promise of Hope' Now Available for Free Download at ChoiceHotels.com

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Oct. 20 [PRNewswire/](#) -- Choice Hotels International, Inc. (NYSE: CHH) has experienced quick growth and awareness of the newly launched *Choice Hotels Music* - an innovative new music initiative designed to give artists the rare opportunity to deliver their music to millions of consumers and retain ownership of their works while, at the same time, drive donations from Choice Hotels to leading non-profit organizations.

As part of Choice Hotels Music, Choice Hotels International produces original music and offers consumers the chance to download these songs for a limited time for free at ChoiceHotels.com. With each download (up to 10,000), a financial donation will be made to a featured cause or charity. Choice Hotels Music has already begun producing ten songs that will be matched to appropriate charities, providing aid to a wide range of worthy causes--and plans to produce more songs on an ongoing basis.

After much success from Choice Hotels Music's first song launch, "My Brother's Keeper" - downloaded more than 10,000 times - Choice Hotels International has launched the latest song, "Promise of Hope." Composed and performed by Dan Chadburn, "Promise of Hope" is a stirring improvisation dedicated to hope, spirit, and creativity of young musicians, such as those supported through Boys & Girls Clubs' of Greater Washington Teen Arts Performance (TAP), ICON Talent Showcase programs and the Boys & Girls Club of Metropolitan Baltimore. Every time this song is downloaded during the months of October and November, Choice will donate \$1 (up to \$10,000) to these Boys & Girls Clubs Chapters to support these innovative programs that impact the youth who need us most.

Boys & Girls Clubs continue to be the largest provider of after-school programming. With an increasing number of children at home with no adult or supervision, Boys & Girls Clubs have made it their mission to both promote and enhance the development of boys and girls by giving them a safe place to learn and grow, while instilling a sense of belonging and usefulness in their lives.

The Choice Hotels Music initiative enables Choice Hotels to pursue its philanthropic causes and promote its brands while leveraging and maximizing the power of its customer database, its vast marketing and

distribution system, and its leading online presence and eMarketing strategies.

To download "Promise of Hope" for free from October 15 through November 30 and help support Boys & Girls Clubs' efforts, visit ChoiceHotelsmusic.com.

About the Song and Artist

"Promise of Hope," a stirring improvisation composed and performed by Dan Chadburn is dedicated to hope, spirit, and creativity of young musicians, such as those supported through the Boys & Girls Clubs' of Greater Washington Teen Arts Performance (TAP), and ICON Talent Showcase programs. Dan Chadburn is a classically trained composer and pianist. He has recorded several instrumental albums and has been a featured Artist on several compilation CDs benefiting charities. His performance venues have included Carnegie Hall in New York, Symphony Hall in Boston, and The Concert Hall of The Kennedy Center.

About Boys & Girls Club

Boys & Girls Clubs of Greater Washington (BGCGW) is one of the largest affiliates of Boys & Girls Clubs of America (BGCA). BGCGW serves nearly 21,000 children in 18 sites, and a summer camp, all located in Washington, D.C., Maryland, and Virginia. Through a variety of educational, sports, and recreation, health, arts, and character development programs, BGCGW creates a positive environment where children are encouraged to develop their ambitions and turn them into reality. BGCGW helps boys and girls of *all* backgrounds, especially those who need us most, build confidence, develop character, and acquire skills that prepare them for school and for life as productive, civic-minded, and responsible adults. Funding from Choice Hotels Music will support Teen Arts Performance (TAP) national pilot program and ICON. A portion of the funding will also provide general support to Boys & Girls Clubs of Metropolitan Baltimore. For more information on programs, please call 202-540-2300 or visit our website at www.bgcgw.org.

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 June 30, 2010, more than 580 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 47,000 rooms, and approximately 100 hotels, representing approximately 8,700 rooms, are 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.

SOURCE Choice Hotels International, Inc.

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