The Econo Lodge Brand Returns as Presenting Sponsor of First Two Bassmaster Elite Tournaments for a Third Consecutive Year

Sponsorship includes offering fans the chance to win a day of fishing with pro Justin Lucas

BIRMINGHAM, Ala. and ROCKVILLE, Md., Feb. 5, 2018 /PRNewswire/ -- The Econo Lodge brand, part of Choice Hotels International, Inc. (NYSE: CHH) is the presenting sponsor of two Bassmaster Elite Series tournaments in 2018, and is offering fans the chance to win a day of fishing with professional angler Justin Lucas, a two-time Bassmaster Elite Champion.

"The Econo Lodge guests are outdoor enthusiasts who love to hunt, hike and fish, and are willing to travel long distances to do so," said Craig Mustard, head of domestic brand management for economy brands for Choice Hotels. "With more than 800 locations, Econo Lodge hotels provide great value and convenience across the United States, with many nearby lakes, rivers, mountains and streams."

The Econo Lodge brand is the presenting sponsor of the first two 2018 Bassmaster Elite Series tournaments, including the Bassmaster Elite at Lake Martin, February 8 - 11, in Alexander City, Alabama, and the Bassmaster Elite at Sabine River, April 6 - 9 in Orange, Texas.

Bruce Akin, B.A.S.S. CEO, applauded the return of Econo Lodge as a presenting sponsor, stating, "Our research tells us that many of the 500,000 B.A.S.S. members across the country enjoy traveling to hot fishing destinations out of town and out of state. Whether competing in tournaments, attending tournaments or just fishing for fun, these avid bass anglers appreciate having a comfortable, reliable and affordable place to stay near their destination lakes."

The two tournaments are part of the 11-event Bassmaster Elite Series, including nine regular-season tournaments and two postseason events: the Toyota Bassmaster Angler of the Year Championship on Lake Chatuge, Georgia, and the Bassmaster Classic Bracket at Carters Lake,Georgia.

A total of 110 professional anglers have qualified for the Elite Series, which begins its 13th season at Lake Martin. In 2017, the Econo Lodge brand sponsored Elite tournaments on Toledo Bend at Many, Louisiana, and Lake Dardanelle out of Russellville, Arkansas. In 2016, the brand sponsored the Elite tournament on the Potomac River in Charles County, Maryland.

Econo Lodge: Easy Stop on the Road

With the amenities you need, the price you want and a brand you trust, Econo Lodge hotels make traveling easy. The Econo Lodge brand is one of the most trusted and recognized in the economy segment with more than 800 hotels located around the United States. Every property provides the amenities guests need to feel refreshed, including free Wi-Fi, complimentary continental breakfast, in-room refrigerators, convenient device recharge throughout guest rooms and premium movie channels. For more information, visit EconoLodge.com.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2017, over 800 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 33 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

About B.A.S.S.
B.A.S.S. is the worldwide authority on bass fishing and keeper of the culture of the sport, providing cutting edge content on bass fishing whenever, wherever and however bass fishing fans want to use it. Headquartered in Birmingham, Ala., the 500,000-member organization's fully integrated media platforms include the industry's leading magazines (Bassmaster and B.A.S.S. Times), website (Bassmaster.com), television show (The Bassmasters on ESPN2), radio show (Bassmaster Radio), social media programs and events. For 50 years, B.A.S.S. has been dedicated to access, conservation and youth fishing.

The Bassmaster Tournament Trail includes the most prestigious events at each level of competition, including the Bassmaster Elite Series, Bass Pro Shops Bassmaster Open Series, Academy Sports + Outdoors B.A.S.S. Nation presented by Magellan Outdoors, Carhartt Bassmaster College Series presented by Bass Pro Shops, Mossy Oak Fishing Bassmaster High School Series presented by DICK'S Sporting Goods, Bassmaster Team Championship and the ultimate celebration of competitive fishing, the GEICO Bassmaster Classic presented by DICK'S Sporting Goods.

SOURCE Choice Hotels International, Inc.

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