

## Win the Ultimate Fan Experience with the Comfort College Football Sweepstakes

ROCKVILLE, Md., Sept. 11, 2018 /PRNewswire/ -- The Comfort brand launched the *Comfort College Football Sweepstakes* today, giving fans the chance to win a trip to Rose Bowl Stadium in sunny Pasadena, Calif. The sweepstakes is part of a larger college football promotion wherein the Comfort brand will be hosting tailgates at some of the National Collegiate Athletic Association (NCAA)'s biggest games this fall, including Penn State University, University of Texas and Stanford University.

"College football's timeless, rich traditions reach every corner of the U.S., uniting fans from across the country to cheer on their favorite teams. At Comfort, we help guests connect with the people and experiences that matter most to them," said Megan Brumagim, head of Comfort brands, Choice Hotels. "The Comfort brand has more than 1,600 U.S. hotels coast to coast, several of which are near popular college football venues. We look forward to connecting with fans this fall."

To enter the sweepstakes, participants can visit [www.ComfortCFBSweepstakes.com](http://www.ComfortCFBSweepstakes.com) and submit the online form located there or follow [@ChoiceHotels](https://twitter.com/ChoiceHotels) on Twitter and respond to one of our Sweepstakes tweets. One lucky winner and a guest will receive:

- Two tickets to the Rose Bowl Game on January 1, 2019
- Access to Official Hospitality at Club PRIMESPORT inclusive of unlimited beverages and a tailgate lunch
- Three-night stay at the *Comfort Inn Santa Monica – West Los Angeles* Sunday, December 30, 2018 – Wednesday, January 2, 2019
- Roundtrip airfare for two (up to \$1,500/person)
- \$500 Visa Gift Card
- \$250 transportation voucher

Please visit [ComfortCFBSweepstakes.com](http://ComfortCFBSweepstakes.com) to view the Official Rules for the *Comfort College Football Sweepstakes*, including full details on eligibility, methods of entry, and the prize.

For more information about Comfort hotels, please visit [www.choicehotels.com/Comfort-Inn](http://www.choicehotels.com/Comfort-Inn), or [www.choicehotels.com/Comfort-Suites](http://www.choicehotels.com/Comfort-Suites).

### **Comfort<sup>®</sup> Rested. Set. Go.<sup>®</sup>**

The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for more than 30 years. With Comfort Inn, Comfort Inn & Suites and Comfort Suites hotel properties nationwide, the Comfort brand family is ready to take care of guests everywhere they need to be. And with hundreds of newly renovated properties, Comfort is committed to helping guests feel refreshed and ready to take on the day, whether they are traveling for business or leisure. Comfort is the largest 100 percent smoke-free hotel brand in North America with more than 1,800 properties open and operating. At Comfort, complimentary amenities include a hot, hearty and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool at most locations. Rested. Set. Go.<sup>®</sup> Because behind every great day is a great night. For more information, visit [www.choicehotels.com/Comfort-Inn](http://www.choicehotels.com/Comfort-Inn), [www.choicehotels.com/Comfort-Suites](http://www.choicehotels.com/Comfort-Suites) or <https://choicehotelsdevelopment.com/comfort/>.

### **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<sup>®</sup> 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<sup>®</sup> loyalty program, offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

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