

Econo Lodge Encourages Fans to Cast a Line for Chance to Win Ultimate Fishing Trip with Angler of the Year Justin Lucas

'Easy Escape' Contest Runs Through September 5, 2019

ROCKVILLE, Md., May 14, 2019 /PRNewswire/ -- [Econo Lodge](#), a sponsor of [Major League Fishing's](#) Bass Pro Tour title, is giving one lucky winner and their guest the opportunity to spend a day fishing with Justin Lucas, professional angler and 2018 Angler of the Year, on Alabama's Smith Lake. To enter the 'Easy Escape' Contest, participants must submit photos of their most memorable fishing trip, a short description of why it was special, and who they would bring as a fishing partner. The contest runs through September 5 and the winner will be announced in October 2019.

"The Econo Lodge brand is known for providing affordable accommodations near popular outdoor destinations, making it an ideal stop for adventure-seekers traveling to their favorite mountain, trail, or bass fishing spot," said Craig Mustard, head of domestic brand management for economy brands, Choice Hotels. "We brought back the popular Econo Lodge 'Easy Escape' Contest to thank loyal guests who stay with us when they embark on their next outdoor adventure."

The contest's grand prize winner and their guest will receive a three-day prize package for the fishing trip of a lifetime in early November that will include:

- A full day of fishing with Justin Lucas at Smith Lake, a renowned spot for bass fishing.
- Two-night stay at the nearby [Econo Lodge](#) hotel in Jasper, Ala.
- Complimentary airfare and car rental.

In addition to sponsoring Major League Fishing (MLF) Bass Pro Tour title, Econo Lodge was also the title sponsor of the Stage Four Bass Pro Tour Tournament at Lake Chickamauga in Dayton, Tenn.

Econo Lodge is franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH). For more information about the Econo Lodge 'Easy Escape' Contest, visit [EconoLodge.com](#).

Econo Lodge: Easy Stop on the Road

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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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of March 31, 2019, the Choice® family of hotel brands provides 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](#).

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