

Campaign Benefitting American Red Cross California Wildfire Relief Efforts Raises Nearly \$90,000 from Choice Privileges Points Donations and Choice Hotels International Corporate Matching

NORTH BETHESDA, Md., Feb. 6, 2025 /PRNewswire/ -- Through a matching campaign, Choice Hotels International, Inc. (NYSE: CHH) and members of the Choice Privileges rewards program have donated nearly \$90,000 toward the American Red Cross relief efforts for communities impacted by the wildfires in California in 2025. The campaign to raise funds ended on January 31, 2025. Choice Privileges members donated over 12.7 million points equivalent to \$63,740, and Choice Hotels fulfilled a \$25,000 donation match.

"Choice Hotels is committed to supporting communities in need and building a better tomorrow, today. We are grateful to everyone who contributed to Red Cross wildfire relief efforts and donated their points," said Megan Brumagim, Vice President, Upscale Brands & Chief Sustainability Officer, Choice Hotels International.

"The American Red Cross is on the ground helping those impacted by the devastating wildfires in California," said Anne McKeough, Chief Development Officer at the American Red Cross. "We are so grateful for allies like Choice Hotels International as we work together to provide relief and hope for communities in the wake of this heartbreaking disaster."

In 2024, Choice Privileges members and Choice Hotels donated a total of \$217,000 to the American Red Cross.

To make monetary donations to the American Red Cross, please visit: <https://www.redcross.org/donate/donation.html>

For more information on Choice Hotels' social responsibility efforts, access Choice's latest Environment, Social, and Governance Report here: <https://investor.choicehotels.com/esg/esg-documents/default.aspx>

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world. The one to watch in upscale and a leader in midscale and extended stay, Choice® has over 7,500 hotels, representing nearly 635,000 rooms, in 45 countries and territories. A diverse portfolio of 22 brands that range from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

SOURCE Choice Hotels International, Inc.

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Additional assets available online:  [Photos \(1\)](#)

<https://media.choicehotels.com/2025-02-06-Campaign-Benefitting-American-Red-Cross-California-Wildfire-Relief-Efforts-Raises-Nearly-90,000-from-Choice-Privileges-Points-Donations-and-Choice-Hotels-International-Corporate-Matching>