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For Immediate Release

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Comfort Inn University – Missoula JOINS NATIONAL GIVEBACK CAMPAIGN

“Comfort Says Thanks” offering community groups gratitude from the griddle

(August 22, 2016 – Missoula, MT) – Serving up extra helpings of its signature hospitality, in honor of the National Waffle Day holiday the Comfort Inn University - Missoula which is part of [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world’s leading hotel companies, is hosting a free waffle breakfast for guests as well as the Boys & Girls Club of Missoula County. This event will take place on August 24th, 10:00a-11:30a.

The waffle event at the Comfort Inn University - Missoula located at 1021 East Broadway is one of hundreds of similar Comfort brand waffle celebrations taking place from August 17th through August 24th coast to coast. In the nationwide campaign, called *Comfort Says Thanks*, hotels are inviting service groups—such as first responders, teachers and volunteers—to enjoy free breakfasts featuring the brand’s signature hot waffles to thank them for doing their part to help transform their communities for the better.

“At the Comfort brand, we look at this event as Thanksgiving in August. We have so much to be thankful for because we, too, are undergoing a major transformation that wouldn’t be possible without support from the communities in which we serve,” said



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Anne Smith, vice president of brand strategy for Choice Hotels International. “Comfort is an iconic brand with decades of staying power. This is largely because of what we call ‘MyComfort Culture,’ which places a strong emphasis on teamwork and community.”

Additionally, the Comfort brand has pledged to donate up to 100,000 waffles to chapters of the Boys and Girls Clubs of America in support of their breakfast program. Guests can help build the donation through use of the hashtags #ComfortSaysThanks and #NationalWaffleDay on social media channels including Facebook, Twitter and Instagram. More information about the waffle donation drive is available on www.ComfortHotelsWaffleDay.com.

The *Comfort Says Thanks* National Waffle Day campaign takes place during an exciting and transformative time for the Comfort brand, which is redefining itself across the board with an improved guest experience and new brand promise. The brand’s tagline – *Rested. Set. Go.*® – captures the Comfort brand hotels’ promise to help guests, whether they’re traveling for business or leisure, feel refreshed and ready to take on the day.

Around the nation, hotels have been upgrading amenities to augment the guest experience. Keeping guest wellness top of mind, the Comfort brand is in the process of going 100% smoke-free, which would make it the largest hotel brand to do so in the United States. The complimentary hot and hearty breakfast has recently been enhanced with more healthy options, including Greek yogurt, wholesome cereals and a toppings bar which includes items such as dried fruit, nuts and granola. And, the guest bathroom experience has also been enhanced with larger, plusher towels and the introduction of **RAIO**®, a salon-quality line of hair and body products developed exclusively for the



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Comfort brand. To date, parent company Choice Hotels International and Comfort brand franchisees have invested more than a \$250 million combined into hotel upgrades to make the brand better than ever.

Comfort Inn®: Rested. Set. Go.®

When you travel, what do you need to be ready for the day ahead? At Comfort Inn® hotels we think we've got a pretty good idea. Like friendly staff, comfortable rooms, and amenities you can count on, for a start. Can't decide if you want a soft or firm pillow? Don't worry—your bed has both. Our premium bedding will leave you rested and refreshed in the morning, just in time to enjoy our signature free hot breakfast. Now, if you can't decide which waffle to try first, we suggest flipping a coin—because both the original and flavored are delicious.

With all the amenities you need, and hotels everywhere you want to be, Comfort Inn will get you rested and ready for anything. After all, behind every great day is a great night.

Comfort Suites®: Rested. Set. Go.®

Bigger really is better. And at Comfort Suites hotels, you'll find more of the space you need to spread out, relax or work —25% more space than a traditional room, to be exact. Stretch out on the sofa, be productive at the desk or kick back in our premium bedding. Comfort Suites hotels have the essentials you need to stay on your game and to be your best.

As all-suites, 100% smoke free hotels, every Comfort Suites hotel has the extra space you need with the extras you want —like a refrigerator and a microwave in the convenience of your own suite, and a fitness center and pool in just about every hotel to help you stay active while you're on the go. Don't forget to start your day off right with a free hot breakfast—with our signature waffles that are always a favorite—and get the fuel you need to be ready for the day ahead. Because behind every great day is a great night.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 40 countries and territories, Choice Hotels International® represents more than 500,000 rooms around the globe. As of June 30, 2016, 673 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, 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 27 million members and counting, 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.

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