



Welcome to the end of the day.SM

News Release

FOR IMMEDIATE RELEASE

For Further Information Contact:
Leah Frank/952-294-5266/lfrank@AmericInn.com

National Hotel Company AmericInn Opens Annual Convention With Troop Support Event That Will Reach Hundreds Of American Soldiers Serving Overseas

Las Vegas, Nevada – April 10, 2011 – AmericInn, one of the nation’s leading mid-scale hotel companies, kicked off its annual convention here today with a troop support initiative that will reach over 300 American soldiers deployed overseas. Owners, franchisees and management staff of AmericInn hotels, representing 217 locations in 23 states, began its convention by preparing 130 gift packages to be shipped overseas to troops deployed in Afghanistan, Iraq and other bases throughout the world.

Collaborating on the initiative was Blue Star Mothers of America, Inc., a national support organization for military members. The care packages contained a variety of items such as personal care merchandise, clothing, food treats, magazines, games and stationary items that are not readily accessible during overseas military deployment. The gift boxes, collectively valued at nearly \$8,000, were filled and packaged as part of a group activity by all of the 300 attendees during the opening session of the AmericInn convention at the Rio Hotel here.

“Foundational values of the AmericInn brand include caring, involvement and patriotism,” said Paul Kirwin, president and CEO of AmericInn during his opening keynote address. “This special event engages the entire AmericInn organization in bringing these values to life by showing our appreciation for the service of our nation’s troops,” he added.

Wendy Hoffman, national president of Blue Star Mothers of America, Inc., said the receipt of unexpected gift packages from home is a tremendous morale booster for troops on an overseas deployment. “We are very appreciative of this initiative by AmericInn to support our loved ones overseas who are separated from family and friends,” she said. The Nevada chapter of the Blue Star Mothers, led by Marianne Wojciechowicz, provided organizational and logistical support to the preparation of the gift boxes during the convention in Las Vegas.

This event is the latest in a series of troop support initiatives by AmericInn hotels. Last year the company launched a Troop Giveback program in conjunction with its East Rewards guest loyalty program, enabling guests to support the funding of additional care packages through the use of their AmericInn loyalty membership.

About AmericInn

AmericInn® is a leading mid-scale lodging chain with over 250 locations currently open or under development in 31 states. The brand is dedicated to providing an exceptional lodging value for its guests by offering great rates and amenities such as free AmericInn Perk hot breakfast, free wireless high-speed Internet, swimming pools, and Easy Rewards. AmericInn is part of Northcott Hospitality, owner and developer of successful franchised hospitality brands for more than 50 years. For more information or reservations visit www.AmericInn.com or call 1-800-634-3444.