



BY CHOICE HOTELS BY CHOICE HOTELS

*For Immediate Release*

**Chris Myer**  
**417-334-6835**  
**chris@myerhotels.com**

## **THE COMFORT INN & SUITES BRANSON MEADOWS GIVES COMMUNITY LEADERS A SWEET START TO THE DAY**

### ***Hotel Says “Thank You with Waffles” to Branson Police, Firemen and EMTs.***

**Branson, MO** – The Comfort Inn & Suites Branson Meadows, which is owned by Myer Hotels, an award-winning Branson hotel company and franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world’s leading hotel companies, is dripping with syrupy sweet appreciation for special members of the community. In honor of National Waffle Day 2015, the hotel property has invited Branson police, firemen, and ambulance staff to enjoy the [Comfort](#) brand’s free signature waffles.

The invitation is in honor of the Comfort brand’s special National Waffle Day 2015 theme “Say Thank You with Waffles.” During the the week of August 16, 2014 through National Waffle Day on August 24, 2015, participating Comfort Inn and Comfort Suites hotels around the United States will serve waffles to various groups that make a difference in local communities as a way of showing their gratitude with griddles.

The “Say Thank You with Waffles” event to honor Branson firemen, police and Taney County Amulance District at the Comfort Inn & Suites Branson Meadows located at 5150 Gretna Rd. will take place on Aug 24th between the hours of 7:00 am to 12:00 pm

“Although we are in the travel business, the Comfort brand also has strong roots in the local communities we serve,” said Anne Smith, vice president of brand strategy for Choice Hotels International. “This iconic brand has had incredible staying power because we understand the importance of doing more than just setting up shop in a town. Going above and beyond is the essence of Comfort hospitality and our franchisees are excited to express their appreciation.”

The Comfort Inn & Suites in Branson has helped set the standard for the Comfort Inn brand. The hotel just won for the fifth time “Comfort Hotel of the Year” and is a Platinum award-winning hotel in the Comfort family.

The “Say Thank You with Waffles” campaign kicks off during an exciting turning point for the Comfort brand. The brand is currently redefining itself across the board with a updated look and feel for travelers. Several newly-built hotels have entered the Comfort family and hundreds of exisiting properties have undergone extensive upgrades. This all aims to enhance the guest experience for business as well as leisure travelers. The Comfort brand has also evolved its voice. The new brand tagline – “Rested. Set. Go.” -- speaks to Comfort’s brand promise to help guests feel refreshed and ready to take on the day when staying at a Comfort hotel anywhere in the country.

### **About Myer Hotels**

In the lodging business for over 48 years, the Myer family has actively contributed to Branson's hospitality market for over 32 years and received numerous national awards. Myer Hotels includes the Best Western Center Pointe Inn, Best Western Music Capital Inn, Comfort Inn at Thousand Hills, Comfort Inn & Suites Branson Meadows, Comfort Inn West, and Holiday Inn Express Green Mtn. Drive. The properties emphasize excellent locations, countless amenities and exceptional customer service while focusing on great value in the upper mid-scale area. For more information about these hotels, please visit [www.myerhotels.com](http://www.myerhotels.com).

### **About Choice Hotels**

Choice Hotels International, Inc. franchises more than 6,300 hotels, representing more than 500,000 rooms, in the United States and more than 35 other countries and territories. As of March 31, 2014, 398 hotels, representing more than 30,000 rooms, were under construction, awaiting conversion or approved for development in the United States. Additionally, 95 hotels, representing approximately 8,900 rooms, were under construction, awaiting conversion or approved for development in more than 15 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Hotels & Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands, as well as its Ascend Hotel Collection membership program, serve guests worldwide.

Choice Hotels International offers the **Choice Privileges®** rewards program. With more than 20 million members worldwide, it is one of the fastest growing hotel loyalty programs in the travel industry.

Additional corporate information can be found on the Choice Hotels International, Inc. web site at [www.choicehotels.com](http://www.choicehotels.com).

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