



Hotel Equities wins top Marriott award

## **Hotel Equities Wins Marriott Spirit to Serve Award, Marriott's Top National Award, Presented Semi-Annually to a Franchise Partner**

Atlanta – May 12, 2017 – Marriott named Hotel Equities the winner of its prestigious “Spirit to Serve Award” at the recent Marriott Owner’s Conference (Marriott 2017 CONNECT). The result of an international competition, the award recognizes Hotel Equities values as expressed through employee volunteerism, philanthropy and donations that support the company’s and Marriott’s community service initiatives.

Hotel Equities earned the award for the second time. The first recognition came five years ago in 2012. Fred Cerrone, Chairman and Founder of Hotel Equities, along with President and CEO Brad Rahinsky, accepted the award on behalf of the firm.

“The achievement marks another company milestone as we celebrate our second Spirit to Serve Award,” said **Fred Cerrone**, Chairman and Founder of Hotel Equities. “We are proud to earn recognition for our proven commitment to support and give back to the communities that surround our hotels and make a distinct difference. Our thoughtful approach to partnering with the community always brings more business to the hotels for owners.”

The award nomination listed more than 100 non-profit organizations or programs and more than 300 different examples of goods, volunteer services and/or monetary contributions made by the 41 open and operating Marriott-branded hotels, along with their sister properties, in the Hotel Equities’ portfolio.

Hotel Equities’ portfolio now covers 23 states coast to coast with 100 hotels and 2,000 associates. Each of Hotel Equities’ hotels has a strong track record of serving those in need through contributions and hands-on involvement with a variety of nonprofits.

Every HE hotel sets quarterly goals for community involvement and giving back. The hotels’ associates work with local hospitals, especially those that serve children; food banks; Habitat for Humanity affiliates; and more, to help meet the needs in the communities they call home. They also support arts and theater organizations; technical schools and colleges to provide scholarships, develop curriculum and hire good talent for the industry.

Hotel Equities is committed to making a difference and giving back to the individual communities throughout the United States where the hotels it manages are located. The firm’s philosophy on community service is closely aligned with that of Marriott International, with volunteer projects and donations matching Marriott’s S-E-R-V-E initiatives of **S**helter and **F**ood, **E**nvironment, **R**eadiness for Hotel Careers, **V**itality of Children, and **E**mbracing Diversity and Inclusion.

***Hotel Equities (HE)** is an Atlanta-based full-scale hotel ownership, management and development firm operating 100 hotels throughout North America. **Frederick W. Cerrone, CHA,** serves as Chairman and Founder; **Brad Rahinsky** serves as President and CEO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).*

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**Photo Caption:**

Marriott International named Hotel Equities the winner of the Spirit to Serve Award 2017.

Pictured from left to right are Phil Borkowski, Vice President, Marriott Classic Select Brands Franchising; Adam Sherer, Vice President Marriott Select Brands Franchising; **Brad Rahinsky**, President & CEO, Hotel Equities; **Fred Cerrone**, Chairman & Founder, Hotel Equities; Ron Harrison, Marriott Global Design Officer; and Noah Cappe, emcee of the Marriott 2017 CONNECT event.