



Hotel Equities' HElp Fund Provides Financial Assistance for Associates

ATLANTA — April 24, 2020 — Atlanta-based [Hotel Equities](#) (HE), hotel ownership, management and development firm, announced the establishment of their **HElp Fund** as part of its internal relief and support initiatives created to assist its associates and communities impacted by the COVID-19 pandemic. The fund is dispersed based on Hotel Equities associate needs in the U.S. and Canada. “This is an unprecedented time which requires an unprecedented response to support our associates and the communities we serve,” said Brad Rahinsky, president and CEO of Hotel Equities.

For more information on the **HElp Fund**, visit www.hotelequities.com.

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About Hotel Equities

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating a portfolio of 140+ hotels and projects throughout the United States and Canada. Frederick W. Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

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