



Hotel Equities Announces Support of CURE Childhood Cancer

Through Sponsorship, Participation in Lauren's Run, Annual Race

ATLANTA (March 9, 2016) – Atlanta-based [Hotel Equities](#) announced its commitment to support CURE Childhood Cancer by sponsoring Lauren's Run & CURE Annual Picnic on Sunday, April 24, 2016 at Concourse Office Park in Atlanta, GA.

Hotel Equities has nearly 100 hotels in its portfolio across the United States. In addition to a corporate sponsorship out of HE's corporate headquarters in Atlanta, the 14 hotels managed by Hotel Equities in the state of Georgia will participate in raising additional funds by sending runners, walkers and volunteers on the day of the race. Each participating hotel is forming a team headed by an associate who serves as the champion of the cause. The team will reach out into the community they serve and will encourage involvement on property with associates and guests.

"We are thrilled and honored that Hotel Equities is joining the fight against childhood cancer and supporting CURE's Lauren's Run and Annual Picnic," says CURE's Executive Director, **Kristin Connor**. "With each hotel forming a team and encouraging employees and guests to participate, Hotel Equities is providing a tangible way for a large number of people to make a difference for children stricken by this terrible disease. We are grateful and can't wait to see Hotel Equities runners, walkers and volunteers at the event!"

More than 2500 runners and walkers come together the day of the race and picnic held on the grounds of the Concourse Office Park in the Perimeter Center area of north Atlanta. Lauren's Run in an inspirational and memorable race followed by a one-of-a-kind picnic, complete with princesses and characters, carnival games and inflatables and so much more. Proceeds benefit CURE Childhood Cancer to advance the mission to find cures for cancers affecting children.

"Hotel Equities participates in many areas of community service not only in the US but also internationally," said **Joe Reardon**, Hotel Equities' Sr. Vice President of Marketing and Business Development. "We are very excited to work with CURE Childhood Cancer and sponsor Lauren's Run locally. The race literally starts and finishes in our backyard where our corporate offices are located as well as two new hotels we are currently developing.

"We truly feel this is a great opportunity to reach out to our local community to gain support for CURE and this professional event," continued Mr. Reardon. "Our team members in Georgia are excited to jump in and participate in the run/walk and picnic. Hotel Equities is also proud to provide hotel stays and packages for the annual event here in Atlanta."

Hotel Equities (HE) is an Atlanta-based full-service hotel ownership, management and development firm operating more than 90 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and Chief

Executive Officer. Brad Rahinsky serves as President and Chief Operating Officer. For more information, visit www.hotelequities.com.

CURE Childhood Cancer, founded in 1975 in Atlanta, is a nonprofit organization dedicated to conquering childhood cancer through funding targeted research and through supporting patients and their families. With cancer as the second leading cause of death in children and incidence rates rising, CURE is a leader in advancing research to improve outcomes for affected children, investing at least \$2.5 million annually in promising studies. Through innovative programs, CURE provides crisis oriented support to families, addressing their critical and urgent needs. For more information, visit www.curechildhoodcancer.org.

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