



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **Days Inn Locations Launch Annual Fundraiser for Childhood Cancer**

**TORONTO, ON (August, 31, 2011)** – Days Inns - Canada continues its partnership with Childhood Cancer Canada (CCC) once again this September as part of Childhood Cancer Awareness month. For one week, September 12 - 18, 2011, Days Inn owners will be donating \$1 to CCC from each guest room sold. CCC has a unique partnership with C<sup>17</sup>, the Council of Pediatric Hematologists/Oncologists, which represents all of Canada's 17 childhood cancer hospitals and treatment centres. The funds raised during this one week blitz will go directly to a C<sup>17</sup> research initiative focused on treating atypical teratoid/rhabdoid (ATRT) brain tumors in children.

"This is our sixth year supporting Childhood Cancer Canada and we feel privileged to be able to assist the C<sup>17</sup> with their research and treatment of children's brain tumors," said Irwin Prince, president and COO, Realstar Hospitality. "We have challenged our hotel owners and staff with this one week blitz and are hoping for a sell-out week to raise funds for the Foundation."

The C<sup>17</sup> acts a voice for the 10,000 children and adolescents with cancer and serious blood disorders in Canada. Childhood cancer is unique in terms of its biology, treatment and after-effects of treatment. For these reasons and more it needs to be studied, researched and treated separated from adults. Today, thanks in part to the Foundation, survival rates are above 82% for childhood cancers. In the last five years, Days Inns - Canada along with its hotel owners, staff and guests have raised over \$270,000.

"We wish Days Inn locations from coast to coast much success during their one-week fundraising campaign," said Megan Davidson, president and CEO, Childhood Cancer Canada Foundation. "They continue to be an integral part of the success of the Foundation and I would like to take this opportunity to thank the hotel owners, staff and guests."

To learn more, visit [www.childhoodcancer.ca](http://www.childhoodcancer.ca)

- 30 -

#### **About Realstar Hospitality**

In 1992, Realstar Hospitality Corp. acquired the master franchise rights for the Days Inn brand in Canada. Realstar Hospitality also holds the master franchise rights for two other hotel brands in Canada and is a division of Realstar Group. The international, privately held Realstar Group was founded nearly 35 years ago and has offices in Toronto, Canada and London, England. The company is a leader in the ownership and operation of multi-unit residential real estate, sports, entertainment and other community event facilities and hotels in both the limited service and full-service sectors.

**About Days Inns - Canada**

Days Inns - Canada is one of the country's leading hotel chains with over 90 independently owned and operated properties and over 8,100 rooms. Its franchises cover a wide range of urban, airport and resort properties in primary and secondary markets across Canada. Every Days Inn in Canada participates in the Wyndham Rewards® guest reward program. Days Inn Worldwide, Inc. is a wholly-owned subsidiary of Wyndham Hotel Group, one of three principal components of Wyndham Worldwide (NYSE:WYN), which encompasses more than 6,550 hotels and 551,000 rooms worldwide in 59 countries. All hotels are owned individually and operated independently or by Wyndham Hotel Management. For more information about Days Inns - Canada, to make an online hotel reservation or to become a Wyndham Rewards member, please visit <http://www.daysinn.ca> or call the bilingual reservations hotline at 1-800 DAYS INN (1-800-329-7466).

**About Childhood Cancer Canada**

Founded in 1987 by a mother who lost her child to cancer, Childhood Cancer Canada is the nation's leading foundation dedicated to funding national research while delivering critical education, community and connectivity programs to children with cancer and their families. Through CCC's national network of care, they have been able to reach those who need their help. For more information about childhood cancer please visit [www.childhoodcancer.ca](http://www.childhoodcancer.ca) or call 1-800-363-1062.

For further information please contact:

Francesca Wylie

Marketing Associate

Realstar Hospitality

Tel: (416) 966-8360

Email: [francesca.wylie@realstarhospitality.com](mailto:francesca.wylie@realstarhospitality.com)