

### **Days Inn Launches Text to Donate Campaign**

**TORONTO, ON (July 5, 2016)** – Days Inns - Canada is celebrating its 10-year partnership with Childhood Cancer Canada (CCC) by launching an easy and fun way to give. Now through July 31, 2016, **text HERO to 45678** to donate \$10 to Childhood Cancer Canada's Survivor Scholarship Program and receive a special rate code for 10% off your next stay at any participating Days Inn location in Canada.

All proceeds from the **Give \$10 Get 10%** campaign will go to the Survivor Scholarship Program. Each scholarship valued at \$1,500 helps ease the financial burden from young cancer survivors attending any university, college or vocational training program.

"Since 2006, together with our hotel owners, staff and guests we've donated over \$457,000 to Childhood Cancer Canada," said Irwin Prince, president & coo, Realstar Hospitality. "We're hoping to reach the \$500,000 mark with this campaign and fund 30 scholarships."

To coincide with the text to donate campaign, Days Inn hotel owners from across Canada will donate \$1 from every room sold during the week of July 11 - 17, 2016 to fund additional scholarships. The Survivor Scholarship Program supports academic endeavors and recognizes the personal accomplishments of students who have survived childhood cancer.

Founded in 1987, CCC is dedicated to the fight against childhood cancer through cancer research as well as improving the lives of children with cancer and their families by providing support and education.

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#### **About Realstar Hospitality**

In 1992, Realstar Hotel Services 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 over 40 years ago and has offices in Toronto, Canada and London, England. The company is a leader in 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 105 independently owned and operated properties and over 8,800 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 Inns Worldwide, Inc. is a wholly-owned subsidiary of Wyndham Hotel Group, the world's largest hotel company based on number of hotels and one of three hospitality business units of Wyndham Worldwide (NYSE: WYN). As both a leading hotel brand franchisor and hotel management services provider, the company's global portfolio consists of approximately 7,650 properties and 661,000 rooms in 70 countries. For more information about Days Inns - Canada, to make an online hotel reservation or to become a Wyndham Rewards member, visit [www.daysinn.ca](http://www.daysinn.ca) or call the bilingual reservations hotline at 1 800 DAYS INN (1-800-329-7466). Like us on Facebook, [facebook.com/daysinncanada](https://facebook.com/daysinncanada) and follow us on Twitter, [twitter.com/daysinncanada](https://twitter.com/daysinncanada)

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