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NEEMA HOSPITALITY SUPPORTS BRAIN CANCER RESEARCH WITH 4th ANNUAL SUMMER CHARITY PROMOTION

*BethAnn Telford, a brain tumor survivor and World Marathon Challenge finisher,
is the inspiration behind the charity promotion*

(Mechanicsburg, PA) – This summer, Neema Hospitality will donate \$5 per night at its nine hotel properties in Pennsylvania, West Virginia and Maryland to support ABC² (Accelerate Brain Cancer Cure), a non-profit research organization. BethAnn Telford is the inspiration behind the summer charity promotion. Telford is a brain tumor survivor, Ironman World Champion triathlete, World Marathon Challenge finisher and childhood friend of Sandeep Thakrar, President of Neema Hospitality.

Telford and Thakrar were close friends growing up in Mechanicsburg, PA. Years later, they reconnected when Thakrar learned that Telford was battling a malignant brain tumor and competing in high-profile running and triathlon events to raise awareness and funding for brain cancer research. "When I witnessed how much perseverance she has in addressing her major life challenges, I became inspired to help her in any way to support brain cancer research to ultimately find a cure," said Thakrar.

Telford has been determined to use her abilities as an endurance athlete to help bring awareness to the critical need for brain cancer research funding. While in continuous treatment for her brain tumor, she has finished the Boston Marathon six times, Marine Corps Marathon annually, the Lake Placid Ironman twice, the Kona Ironman World Championship, Crossing the Canyon, and most recently, the 2017 World Marathon Challenge. "My brain tumor has given me many obstacles to overcome," Telford said. "It has blessed me with the support, love, and friendship of so many. It is so wonderful to be reunited with my friend Sandeep, and to have his and his family's support. I am so thankful."

Telford has helped raise more than \$900,000 for brain cancer research since her diagnosis. She is determined to reach her \$1 million goal this year. Neema Hospitality will donate \$5 per night to help Telford achieve her fundraising goal. The promotion will be valid from Memorial Day Weekend to Labor Day 2017. Since 2014, Neema Hospitality has raised more than \$16,000 for brain cancer research through the summer charity program.

Click the link below to take advantage of the charity promotion at the participating properties:
<http://www.neemahospitality.com/hotels.html>

ABOUT NEEMA HOSPITALITY

Neema Hospitality is a leading hospitality group with a proven track record of success. It is known for its improving efficiency, increasing revenues, and excellent customer service. Founded as a family business in 1986, Neema Hospitality's portfolio includes franchise licenses with Hilton, Intercontinental Hotel Group and Choice Hotels with brands such as Hampton Inn, Holiday Inn Express, Comfort Inn, and EconoLodge and Suites. The firm manages properties in multiple states including: Pennsylvania, West Virginia and Maryland and provides complete services including operations, sales and marketing and revenue management. For more information, visit: www.neemahospitality.com.

ABOUT BETHANN TELFORD

BethAnn Telford has been fighting brain cancer since she felt a pop in her head while running the Marine Corps Marathon in 2005. Eleven years after her life-changing diagnosis, Telford, from Camp Hill, PA, has become a symbol of hope, courage and determination for people facing all types of challenges in their lives. Telford is a brain tumor survivor and endurance athlete who has raised nearly \$1 million for ABC² – a non-profit research organization. For more information, visit: www.teambt.org.

ABOUT ABC² (ACCELERATE BRAIN CANCER CURE)

ABC² is focused on speeding the discovery of a cure for brain cancer. By applying an aggressive, venture funding approach not typically seen in the nonprofit sector, ABC² closes current gaps in funding in order to catalyze research and rapidly bring new therapies to patients. ABC² has awarded more than 100 grants totaling \$20 million in brain tumor research funding to highly qualified investigators and physician-scientists from 54 institutions and companies. To learn more, visit www.abc2.org.

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