

For Immediate Release:

April 21, 2016

Contact:

Neema Hospitality
Sandeep Thakrar
(240) 285-6690
info@neemahospitality.com

FOR CLEAN THE WORLD:
John Terry
iterry@cleantheworld.org
407-574-8353

Neema Hospitality Announces Partnership With Clean the World

Recycled Hygiene Products Will Save Lives Around the World

Mechanicsburg, PA — (April 21, 2016) – Discarded soap and bottled amenities left behind by guests at all Neema Hospitality (www.neemahospitality.com) hotels now have a second life thanks to a recycling program from Clean the World (www.cleantheworld.org) that helps fight the spread of preventable diseases.

Used soap and plastic amenity bottles from the hotel's 1000+ rooms are shipped to a Clean the World Recycling Operations Center, where they are sanitized and repurposed. Clean the World's simple mission is to recycle hotel soap and save lives. The organization has partnered with more than 4,000 hotels and resorts to put life-saving hygiene products in the hands of those who need them most.

"After visiting Costa Rica last summer and seeing all of the conservation efforts that take place in hotels there, I knew I had to come back and help make a difference with our properties. One of our properties found Clean the World through their partnership with Hilton and we decided to roll it out to all Neema Hospitality properties this year prior to Earth Day," said Sandeep Thakrar, President of Neema Hospitality.

About 2 million children under the age of 5 die every year due to hygiene-related illnesses. Hand washing with soap is a low-cost intervention that can reduce those deaths by almost 50 percent. Since 2009, Clean the World has distributed more than 31 million bars of soap in over 100 countries.

"Sustainability is a major focus for hotels," said Shawn Seipler, CEO and co-founder of Clean the World. "We estimate the North American lodging industry throws away more than a million bars of soap each day. By recycling soap and bottled amenities, Neema Hospitality is having a positive effect from both an environmental and humanitarian perspective."

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 Clean the World

Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while simultaneously diverting hotel waste from landfills. Clean the World operates soap recycling centers in Orlando, Las Vegas and Hong Kong, and leads a "Global Hygiene Revolution" to distribute recycled soap and hygiene products from more than 4,000 hotel and resort partners to children and families in countries with a high pre-adolescent death rate due to acute respiratory infection (pneumonia) and diarrheal diseases (cholera) – which are two of the top killers of children under the age of 5. Since 2009, more than 31 million bars of Clean the World soap have been distributed in over 100 countries. Through its "Hygiene Kit Program", Clean the World provides hygiene kits to relief organizations throughout North America. More information: <http://www.cleantheworld.org>

###