



Take a look at where Red Roof was seen in the media during the second quarter of 2024:

Red Roof's announcement of Zack Gharib as the company's new president as well as the promotion of Fouad Malouf to the position of Chief Operating Officer generated exposure inside and outside the industry. The press release received top story status on all relevant industry websites, and directly reached hundreds of thousands of industry professionals via lead stories on the major industry blast emails, including:

- Hotel Business's Daily Newsletter and Follow Up: In Case You Missed It
- Hotel Management's Operations & Technology Newsletter
- Lodging Daily News
- Asian Hospitality's Daily Update
- Skift's Daily Lodging Report

Feature industry coverage of the news included:

- [Hotel Business](#)
- [Lodging Magazine](#)
- [Hotel Management Magazine](#)
- [Asian Hospitality](#)
- [Hotel Dive](#)
- [Today's Hotelier, accompanied by acknowledgement from AAHOA](#)
- [Hospitality.net \(Gharib\)](#)
- [Hospitality.net \(Malouf\)](#)
- [No Vacancy News](#)

The release also was sent via PR Newswire, where it reached millions in potential audience, including on these sites:

- [Yahoo Finance](#)
- [AP News](#)
- [PR Newswire](#)
- [Seeking Alpha](#)
- [Benzinga](#)
- [Morningstar](#)
- [69 News](#)



The “Red Roof Room in Your Heart Supports No Kid Hungry and Incentivizes Travelers to Help the Cause” press release, which was distributed over PR Newswire's national wire on April 15, was posted on nearly 500 sites in the first 24 hours, making it our best-performing press release over the past 12 months. During that time, it reached a potential audience for 210 million. Here is a sample of websites that picked up the release:

- [USA Newshour](#)
- [Associated Press](#)
- [Yahoo! Finance](#)
- [Morningstar](#)
- [WGN9](#) (Chicago, IL)
- [WKRN](#) (Nashville, TN)
- [FOX8](#) (Greensboro, NC)
- [PIX11](#) (NY, NY)
- [NBC4](#) (Columbus, OH)
- [KHON2](#) (Waipahu, HI)
- [The Buffalo News](#)
- [DC News Now](#)
- [The Daily Gazette](#) (Schenectady, NY)
- [The Times-Tribune](#) (Scranton, PA)



The summer Rest + Repeat press release was picked up by 474 news sites through PRNewswire, with a potential audience of 209 million, in the first 24 hours. This was Red Roof's second-best performing release of the past year, following April's release detailing the partnership between Room In Your Heart and No Kid Hungry.

In addition, the release was published on TravelPulse and picked up by MSN, which has an additional audience of 139 million.

Other notable sites that posted the release:

- [Associated Press](#)
- [Yahoo! Finance](#)
- [Morningstar](#)
- [PIX11](#) (NYC)
- [KTLA](#)
- [ABC4](#) (Salt Lake City)
- [FOX2 Now](#) (St. Louis)
- [The Times of Northwest Indiana](#)
- [The Daily Gazette](#) (Schenectady, N.Y.)





Travel and food write The Rebel Chick featured an [entire blog](#) about Red Roof's Rest + Repeat promotion, explaining how the promotion works, details about the company and its brands, what the RediRewards program is and more.

*For up-to-the-minute news, follow [Red Roof Brand](#) and [Red Roof Franchising](#) on LinkedIn.*