



PRESS RELEASE – FOR IMMEDIATE RELEASE

RED ROOF LAUNCHES *RIDE*, BOLSTERING BUSINESS BUILDING AND DEVELOPMENT SUCCESS FOR ENTREPRENEURS

- ANNOUNCEMENT AT NABHOOD ANNUAL SUMMIT HIGHLIGHTS THE INDUSTRY'S BROADEST PLATFORM FOR SUPPORTING OWNERS AT ALL STAGES OF THE FRANCHISING PROCESS -

Miami – July 20, 2023 – [Red Roof®](#), the leader in economy lodging, announced *RIDE with Red Roof*, the industry's broadest diversity and inclusion platform for supporting growth and business expansion for hotel owners and franchisees.

The announcement came at the 27th Annual International American Hotel Ownership and Investment Summit, hosted by the [National Association of Black Hotel Owners, Operators and Developers \(NABHOOD\)](#). *RIDE* will expand and further diversify hotel ownership and entrepreneurial opportunities for underrepresented groups by focusing on the business needs of entrepreneurs, providing access to capital, educational resources, and the connections needed to build a strong network of industry partners.

"*RIDE with Red Roof* is providing opportunities and support to the hoteliers who need it most," said Matthew Hostetler, Chief Development Officer at Red Roof. "We are proud to launch this innovative program here at NABHOOD, which along with other industry partners works so hard to open the doors of opportunity and inclusion. Through *RIDE*, entrepreneurs will have an opportunity to gain access and advantage in the competitive hotel franchising space - meeting the money behind the industry, forging lifelong connections, and receiving advice and training from the best in the business community. We cannot wait to share the program's successes with the industry."

RIDE with Red Roof was developed to connect underserved hoteliers with like-minded lenders and reduce barriers for those seeking funding. The program will also equip these owners and operators with the resources they need to build success throughout their ownership journey, by helping forge positive relationships with vendors and other partners, creating a trusted network of entrepreneurs and experts who can help bring any project – or dream – to life.

"*RIDE with Red Roof* serves all underrepresented groups across hospitality, helping them open their first hotel franchise or develop their businesses to the next level," said Lina Patel, Director of Strategic Franchise Initiatives at Red Roof. "My own career is an example of such a journey, starting as an Asian American woman franchisee who needed to break through industry barriers to achieve success. I met many along with way who were instrumental to progress - through *RIDE*, Red Roof will help entrepreneurs from all underrepresented communities build a similar foundation of success in the hospitality industry by targeting our support and leverage where it matters most."

More information on the *RIDE with Red Roof* program, contact MHostetler@redroof.com or LPatel@redroof.com. For more information on Red Roof, visit www.redroof.com.

About Red Roof

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment serving millions of guests each year. With coast-to-coast locations, Red Roof, now in its 50th year, has over 60,000 rooms in nearly 700 properties in the U.S. and internationally in Brazil and Japan. Whether business or leisure, short trips or extended stays, in the hearts of cities or on the road, Red Roof has a property for every traveler, delivering the best experience and value in the lodging industry. Red Roof is pet-friendly, as one well-behaved pet is welcome per room nationwide at no additional cost*. Ranging from economy to midscale, the Red Roof portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, with enhanced amenities in clean, modern, comfortable rooms; HomeTowne Studios by Red Roof®, offering guests A Brand New Way to Extended Stay®; and The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™. Red Roof offers franchisees [Genuine Relationships. Real Results.®](#) – a unique owner-operator experience establishing common ground with franchisees. Guests can go Beyond Free Nights® with the Red Roof industry-leading loyalty program, [RediRewards®](#). Hospitality goes beyond the hotel room through Red Roof's ESG program, Purpose with Heart— an umbrella for operating behaviors and policies, as well as Red Roof's existing legacy social responsibility program, [Room in Your Heart](#). For reservations, visit <http://redroof.com/>, call 800.RED.ROOF, or download Red Roof's free app for iOS and Android devices.

Red Roof's Vision: To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

**Pet accommodations policy may vary at some locations. To verify a hotel's pet policy, please review hotel information online at redroof.com or by contacting the hotel directly.*

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