



PRESS RELEASE – FOR IMMEDIATE RELEASE

RIDE WITH RED ROOFSM SIGNS FULLY WOMAN-OWNED FRANCHISE IN MISSISSIPPI

Kalpana Patel's Red Roof Adds Another Hotel to the More than 35% of Red Roof Properties Owned or Partially-Owned by Women

Columbus, OH – August 28, 2023 – Red Roof®, the leader in economy lodging, announced its first fully woman-owned franchise since launching its new *RIDE with Red RoofSM* initiative. The property is a Red Roof Inn & Suites conversion located in Richland, Miss., and is the second hotel in owner Kalpana Patel's portfolio. It brings the number of Red Roof properties owned or partially owned by women to more than 35%.

RIDE (Road to Inclusivity and Diversity in Entrepreneurship) 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. Coupled with its sister program *SHE, inspired by Red Roof*, an all-encompassing program to **S**upport, **H**elp, and **E**levate women, Red Roof is propelling towards its goal of 40% of properties owned or partially owned by women.

With 64% of the Red Roof Development Team belonging to a minority group and women such as Lina Patel and Jennifer Burcham at the forefront of Kalpana Patel's new franchise agreement, *RIDE* is positioned to further expand Red Roof's population of diverse and underrepresented owners.

"I am thrilled to join the Red Roof family, and after working with Jennifer Burcham and Lina Patel, I am excited for the future of our agreement," said Kalpana Patel. "The educational resources and networking provided by Red Roof and *RIDE* were crucial to the success of the hotel's conversion. Jennifer and Lina worked with me at each step of the process, from understanding the requirements of changing brands to preparing the hotel for a product improvement plan and were always available to answer any of my questions throughout the transition."

"Our organization, and our industry, relies on passionate operators such as Kalpana Patel, and we are proud to welcome her to the Red Roof family," said Matthew Hostetler, Chief Development Officer at Red Roof. "Red Roof is committed to helping Kalpana expand and grow her business – as our *RIDE* initiative and other programs continue to bring value to all communities of entrepreneurs in the industry."

The signing comes amidst the continuing expansion of Red Roof's diversity, equity, and inclusivity efforts, including:

- **The appointment of Lina Patel** to Director of Strategic Franchise Initiatives in April 2023.
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- **The launch of *RIDE***, a new initiative designed to provide a Road to Inclusivity and Diversity in Entrepreneurship for hotel owners and franchisees.
- **Active participation** in events such as the [2023 Latino Hotel Association Conference](#), NABHOOD's [10th Annual International Multicultural & Heritage Tourism Summit & Trade Show](#), as a preferred sponsor of the [Asian American Hotel Owners Association](#), and more.
- **The forthcoming [SHE Leads Forum](#)**, which brings together leaders from across the industry to share best practices, learning, and mentorship and grow their businesses.

“For women starting their careers, it’s important to stay very focused on the goals you set for yourself,” Patel said. “I am grateful to Red Roof for their support, partnership, and this unique opportunity. I look forward to a long and mutually rewarding working relationship.”

“Kalpana Patel has achieved so much since becoming a hotelier, and we are thrilled to announce her decision to join the Red Roof Family,” said Lina Patel, Director of Strategic Franchise Initiatives. “She is an outstanding operator whose industry knowledge and natural determination are a perfect fit for Red Roof.”

For more information on Red Roof, visit www.redroof.com and www.redrooffranchising.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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