



**FOR IMMEDIATE RELEASE**

MEDIA CONTACT:  
Kim Paysor  
Red Roof Inns, Inc.  
614.744.2668  
kpaysor@redroof.com

**RED ROOF® OPENS PROPERTY IN DENVER, PENNSYLVANIA**

**Columbus, OH – May 18, 2011** – Red Roof®, a leader in economy lodging announces the opening of their property in Denver, Pennsylvania. Owned and managed by Raj Patel, the hotel is located at 2017 North Reading Road, less than one mile from I-76 at exit 286.

This converted 45-room property features an on-site fitness facility and free Wi-Fi. Additional features at this location include free continental breakfast, gourmet coffee and *USA Today*® in the lobby, voicemail and cable TV (including HBO®) and mini-fridges are available in all guest rooms. Also, this property offers guests a chance to try Red Roof's new Superior King Rooms with value-added additions that offer more comfort and productivity on the road. Superior King Rooms feature 30 percent more space and amenities such as an in-room coffee maker, microwave, refrigerator and a large, well-lit work station.

"Red Roof hotels are known for having a warm and welcoming spirit," said Raj Patel, owner, Red Roof Inn® -- Denver. "We look forward to providing our guests a savings without sacrificing any of the comfort of home while on the road."

Red Roof recently opened properties in Newport, TN; Kentland, IN; Monee, IL; Knoxville, TN; Wichita Falls, TX; Kingsport, TN and Columbus, OH; with plans to open several additional properties this year. "Red Roof is a brand on the move. We are constantly thinking about how we can continue to appeal to existing customers and entice new travelers who come through our doors as they travel across the country," says Red Roof President, Andrew Alexander.

Denver is located in Lancaster County approximately 64 miles west of Philadelphia and 18 miles southwest of Reading. This Pennsylvania hotel is ideally located near entertainment for the whole family.

Denver is located in the *Antique Capitol of the World* and only eight miles from Amish Country. Guests can explore the serenity of the hidden communities of Pennsylvania's Amish; discover the rolling farmland, one-room schoolhouses and covered bridges still traveled by horse and buggy. Families can also enjoy the famous Hersey Park®, Dutch Wonderland Family Amusement Park, Sight & Sound Theatre and the action packed Maple Grove Raceway.

This hotel will participate in RediCard®, Red Roof's loyalty program. RediCard members are the first to hear about Red Roof's best deals, travelers may visit [redroof.com](http://redroof.com) and sign up to become a member. Red Roof's RediCard members receive 48 hours advance notice of promotions and exclusive offers available at Red Roof.

For more information or to reserve a room at this Red Roof property, please contact 717.336.4649 or visit [redroof.com](http://redroof.com).

#### **About Red Roof®**

Red Roof® is a leader in the economy hotel segment with both franchised and corporate-owned properties, serving millions of guests each year. The company and hotels are known for a warm and welcoming spirit, along with their Smart-by-Design®, value-added amenities that are simple, yet economical, and meet the needs of every guest. With coast-to-coast locations, Red Roof has nearly 350 properties in the U.S. Having completed a nationwide renovation of their properties, the primary goal at Red Roof is to provide customers a savings without sacrificing comfort. Red Roof's new NextGen® hotels feature sleek exteriors with luxuriously appointed and technologically advanced interiors that signal a new era for the hotel chain. Red Roof guests consistently see the brand excelling in expectation and quality in both product and price, Nice Place. Nice Price.™ - is what every consumer can expect when they stay at any one of our hotel locations; and because our company has a single brand in our portfolio, Red Roof also offers franchisees – One Brand. One Focus.™ Most recently, Red Roof launched its Nicest Price™ advance purchase option, which rewards guests who reserve and pay for their room in advance. The Columbus, Ohio-based company has more than 4,500 employees. For more information or reservations, call 800.RED.ROOF (800.733.7663) or visit [redroof.com](http://redroof.com).

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