

## **Neema Hospitality Hosts 3rd Annual Summer Hotel Promotion to Support Accelerate Brain Cancer Cure**

*The promotion is inspired by BethAnn Telford, a brain cancer survivor and Ironman athlete, who will compete in the 2017 World Marathon Challenge where she will run seven marathons on seven continents in seven days.*

This summer, Neema Hospitality will once again donate \$5 per night at its nine hotel properties in Pennsylvania, West Virginia and Maryland to support ABC2 (Accelerate Brain Cancer Cure), a non-profit research organization. BethAnn Telford is the inspiration behind the summer charity promotion. Telford is a brain cancer survivor, Ironman World Champion triathlete and childhood friend of Sandeep Thakrar, President of Neema Hospitality.

Telford and Thakrar were close friends growing up in Mechanicsburg, PA. Years later, they reconnected when Thakrar learned that Telford was battling brain cancer and competing in the Ironman World Championships in Kona, Hawaii. "When I heard that my childhood friend BethAnn had terminal brain cancer I was devastated," says Thakrar. "When I learned how she is dealing with her life challenge; I became inspired to do everything in my power to help her support brain cancer research. We are motivated to help BethAnn reach her goal of raising \$1,000,000 for ABC2."

Telford has been determined to use her abilities as an endurance athlete to help bring awareness to the critical need for brain cancer research funding. While in continuous treatment for her brain cancer, she has finished the Boston Marathon five times, Marine Corps Marathon annually, the Lake Placid Ironman twice, and the Kona Ironman World Championships in 2012. "Though my brain cancer has given me many obstacles to overcome," Telford said, "it has blessed me with the support, love, and friendship of so many. It is so wonderful to be reunited with my friend Sandeep, and to have his and his family's support. I am so thankful."

Her most recent endeavor was Crossing the Canyon, a 9-hour rim-to-rim trek of the Grand Canyon on behalf of ABC2, which has raised over \$25,000 for research. In total, Telford has helped raise more than \$800,000 for brain cancer research since her diagnosis. Next up for Telford is the 2017 World Marathon Challenge, where she will run seven marathons on seven continents in seven days to benefit ABC2 and hit the \$1,000,000 milestone.

Neema Hospitality will donate \$5 per night to help Telford achieve her research fundraising goal. The promotion will be valid from Memorial Day Weekend to Labor Day 2016. Click the link below to take advantage of the charity promotion at the participating properties:

<http://www.neemahospitality.com/hotels.html>

### **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](http://www.neemahospitality.com).



#### ABOUT BETHANN TELFORD

BethAnn Telford has been fighting brain cancer since she felt a pop in her head while running the Marine Corps Marathon in 2005. Eleven years after her life-changing diagnosis, Telford, from Camp Hill, PA, has become a symbol of hope, courage and determination for people facing all types of challenges in their lives. Telford is an Ironwoman and brain cancer champion who has raised nearly one million for ABC2. Next up for BethAnn is the 2017 World Marathon Challenge, where she will run seven marathons on seven continents in seven days to benefit ABC2. For more information, visit: [www.teambt.org](http://www.teambt.org).

#### ABOUT ABC2 (ACCELERATE BRAIN CANCER CURE)

ABC<sup>2</sup> is focused on speeding the discovery of a cure for brain cancer. By applying an aggressive, venture funding approach not typically seen in the nonprofit sector, ABC<sup>2</sup> closes current gaps in funding in order to catalyze research and rapidly bring new therapies to patients. ABC<sup>2</sup> has awarded more than 100 grants totaling \$20 million in brain tumor research funding to highly qualified investigators and physician-scientists from 54 institutions and companies. To learn more, visit [www.abc2.org](http://www.abc2.org).



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