



## Motel 6 Earth Day Efforts to Benefit Ronald McDonald House Charities, Local Community

DALLAS, Texas – Motel 6, known for providing guests with a clean, comfortable room and great service for the lowest price of any national chain, will celebrate Earth Day by joining with its local communities to support Ronald McDonald House Charities® (RMHC®). Beginning on April 22, Motel 6 and Studio 6 locations in North America will collect pop tabs from aluminum cans to benefit RMHC. Guests and the general public are encouraged to contribute their pop tabs at their local Motel 6 location. The collection will last through August 1, 2011. Every pound of pop tops collected (approximately 1,500 pop tabs) will provide between 25-60 cents to support local Ronald McDonald House Charities Chapters, supporting their ability to provide a home away from home to ill children and their families through the Ronald McDonald House® program. Donations to Ronald McDonald House Charities can also be made online [here](#).

This pop tab collection is part of Accor North America's larger Earth Guest Day celebration which celebrates the company's commitment to sustainability, energy efficiency and community service. As part of the Earth Guest Day initiatives implemented at Accor hotels worldwide, Motel 6 and Studio 6, in addition to collecting pop tab donations, will implement local events focused on three areas of sustainable development: local development, fighting diseases and biodiversity.

Earth Guest Day activities at Motel 6 and Studio 6 will include:

- Clean-up of local parks, river, lakes and beaches
- Planting of trees in local parks or hotel premises
- Blood drives at participating Motel 6 and Studio 6 locations

The Motel 6 network promotes environmentally friendly practices year-round. Motel 6 and Studio 6 locations will continue to make improvements in sustainability and energy efficiency as part of Accor North America's commitment to certify all Motel 6 and Studio 6 properties via Green Key by the end of the year. Green Key is the first program of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable practices.

Brand-wide earth-friendly initiatives include the replacement of all faucet aerators with more efficient 0.5 gallon per minute aerators in 2009, and the implementation of a chain-wide fluorescent light bulb and battery recycling program at all locations. The Motel 6/Studio 6 network has also received recognition from the Environmental Protection Agency (EPA) as an Energy Star® Leader. Energy Star Leaders are recognized as part of the EPA's Energy Star Building Challenge, a program encouraging building owners and managers to reduce energy use by 10 percent or more.

"By implementing these initiatives and contributing locally to the community, we are promoting an environmentally and community-minded society," said Olivier Poirot, CEO of Accor North America, Motel 6 and Studio 6.

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### **About Motel 6**

Motel 6 offers the lowest price of any national chain at more than 1,100 company-owned and franchised locations throughout the United States and Canada. For 25 years, Motel 6 has used the tagline, "We'll leave the light on for you®," earning the chain the highest brand recognition in the economy lodging segment. Motel 6 was the first national pet friendly chain, welcoming pets since 1962. Standard amenities include free local phone calls, no long distance access charges, free morning coffee and expanded cable channel line-up. Most locations offer Wi-Fi Internet access, swimming pools and guest laundry facilities. For more information, visit [www.motel6.com](http://www.motel6.com).

### **About Accor North America**

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,100 upscale and economy properties including nationwide economy leaders Motel 6, Studio 6, Ibis, Sofitel Luxury Hotels and upscale Novotel locations in the U.S., Canada and Mexico. For more information, visit [accor-na.com](http://accor-na.com).

### **About Accor**

**Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.**

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

### **About Ronald McDonald House Charities**

Ronald McDonald House Charities (RMHC), a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Through its global network of local Chapters in 52 countries and regions, its three core programs, the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®, and millions of dollars in grants to support children's programs worldwide, RMHC provides stability and resources to families so they can get and keep their children healthy and happy. All RMHC-supported programs provide a bridge to quality health care and give children and families the time they need together to heal faster and cope better. For more information, visit [www.rmhc.org](http://www.rmhc.org), follow us on Twitter (@RMHC), or like us on Facebook ([Facebook.com/RMHC Global](https://www.facebook.com/RMHCGlobal)).

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