



For Immediate Release

Tristar Hotel Group Enters Eighth Year Sponsoring Indiana University Athletics

*IU Football and Basketball Coaches Corner Live Radio Broadcasts
Hosted at Bloomington Holiday Inn*

Bloomington, IN (May 05, 2016) – A proud supporter of Indiana University (IU) Athletics since 2008, Tristar Hotel Group announced today its ongoing dedication by entering into another one-year \$50,000 sponsorship deal. This partnership marks the eighth consecutive year Tristar Hotel Group – which owns and operates over 15 hotels across the U.S. including 3 Bloomington properties: Holiday Inn, Comfort Inn and Holiday Inn Express & Suites – has been an official sponsor in support of IU Football and Basketball athletics. Tristar’s Holiday Inn Bloomington plays host as the official location for the extremely popular IU Coach’s Show, a radio broadcast held weekly throughout the season.

Ken Edwards, founder and CEO of Tristar Hotel Group said “We are thrilled to be a part of the Bloomington, Indiana community of sports fans who receive incredible sports moments on and off the field and court with our Big 10 athletes. We thoroughly support IU’s collegiate program and value our ability to serve as host for the weekly coach’s broadcasts, providing a comfortable environment to listen and attend in person.”

About Tristar Hotel Group

Headquartered in Scottsdale, AZ, Tristar Hotel Group currently owns and operates resorts, extended stay, and select service hotels across the United States. With over 50 years of hotel experience, operating both full and limited service properties, Tristar is a preferred hotel management vendor with InterContinental Hotels Group, Carlson Hospitality, Best Western, Choice Hotels, Hilton Corporation, Starwood and Independent Hotels. Extensive concentration is placed in the areas of employee education and training, yielding top-rated guest experience scores, increased repeat business and referrals. Tristar also owns HMBookstore.com, an online, self-paced education platform, with over 100 courses for all areas of the hotel from front desk, food & beverage to general management, to help reduce attrition and raise service culture scores.

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