

# Pennsylvania-Based Hotel Group -- Neema Hospitality -- to Support Brain Cancer Research Charity for Second Year in a Row

*BethAnn Telford, a brain cancer survivor and Ironman athlete, is the inspiration behind the company's summer hotel promotion*

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MECHANICSBURG, Pa.--(BUSINESS WIRE)--Due to the success of the Charity promotion last year which generated over 500 room nights and a \$2700 donation to Accelerate Brain Cancer Cure, Neema Hospitality will again in 2015 donate \$5 per night at its ten hotel properties in Pennsylvania, West Virginia and Maryland to support 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, who despite suffering from seizures from the malignant glioblastoma in her brain, has completed the Boston Marathon four times, the Marine Corp Marathon twelve times, the Lake Placid Ironman twice and the Kona Ironman World Championships once in 2012.

Sandeep Thakrar, a Senior Advisor at Neema Hospitality and a childhood friend of BethAnn, was so inspired by her story that he wanted to give back to her and her charities. 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 in 2012. "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 that life challenge, I became inspired to do everything in my power to help her find a cure. Watching her fight each and every day for children with Brain Cancer changed my life and inspired me to be a better person."

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Telford, who now lives in Fairfax, Va., has raised over \$750,000 dollars for research into pediatric cancer and brain tumors through the non-profit Accelerate Brain Cancer Cure. "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."

Neema Hospitality will donate \$5 per night. The promotion will be valid from Memorial Day weekend to Labor Day 2015.

Click the link below to take advantage of the charity promotion at the participating properties:

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

In order to donate more to find a cure for brain cancer, please donate directly at: [www.abc2.org](http://www.abc2.org).

## 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 2004. Ten years after her life-changing diagnosis, Beth Ann, from Camp Hill, PA, has become a symbol of hope, courage and determination for people facing all types of challenges in their lives. Brain cancer, rather than slowing her down, has pushed her through three Ironman competitions and four Boston Marathons. For more information, visit: [www.teambt.org](http://www.teambt.org).

## ABOUT ACCELERATE BRAIN CANCER CURE (ABC<sup>2</sup>)

Accelerate Brain Cancer Cure is focused on speeding the discovery of a cure for brain cancer. By applying an aggressive, venture funding approach not typically seen in the non-profit 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> brings together scientists from leading research institutions and companies to drive collaboration and invest in projects, which demonstrate leadership, leverage, and impact. For more information, visit [www.abc2.org](http://www.abc2.org).

## Contacts

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## Release Summary

Neema Hospitality to donate \$5 per stay to Accelerate Brain Cancer Cures during Summer 2015

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