

## Best Western International Launches 'Best Western TV'

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### Hotel Chain Unveils the 'Worst Summer Job Ever' Video Contest

Best Western International, the World's Largest Hotel Chain(R), today launched Best Western TV, the hotel chain's home for online video content, with the "Worst Summer Job Ever" video contest. The contest is a unique way to grant a well-deserved vacation to young folks working in those "offbeat" summer jobs that they will laugh about in years to come.

Now through August 17, entrants, from teens to college students, are encouraged to submit short videos of their worst summer job experience ever. The grand prize winner will receive an all-expense paid vacation, including roundtrip airfare for two, a \$1,000 Best Western travel card for hotel accommodations, and a \$100 prepaid gas card.

"Best Western TV will become a go-to resource that will connect travelers to their favorite global destinations," said Dorothy Dowling, Best Western International's senior vice president of marketing and sales. "We hope to nurture an online community where travelers can engage with one another and learn more about our hotel chain."

In addition to hosting online promotions and contests aimed at the Gen-X and Gen-Y audiences, Best Western's hotel owners will populate Best Western TV with video tours of the brand's 4,000 locations globally, establishing the site as a "one-stop shop" for travelers, media and travel agents seeking deeper insight into specific properties.

Best Western TV will also feature videos from exclusive Best Western partners, including NASCAR, Harley-Davidson, AAA, and World Vision, the global child sponsorship organization through which Best Western hotel owners and employees provide food, healthcare and education to children in impoverished communities around the globe.

To watch Best Western TV and to submit a video for the "Worst Summer Job Ever" promotion, visit <http://www.youtube.com/bestwesterntv> or <http://www.bestwestern.com/summerjob>.

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