



NEEMA HOSPITALITY

LAUNCHES SUMMER CHARITY
PROMOTION FOR THE 5th CONSECUTIVE
YEAR IN SUPPORT OF BRAIN CANCER RESEARCH

The promotion is inspired by BethAnn Telford, a brain tumor survivor, World Marathon Challenge finisher, Triathlete, Motivational Speaker and Fundraiser

(Mechanicsburg, PA) – For the past five summers, Neema Hospitality has donated \$5 per night per occupied room at their hotel properties located in Pennsylvania, Maryland and West Virginia 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 tumor survivor, Ironman World Champion triathlete, World Marathon Challenge finisher and childhood friend of Sandeep Thakrar, President of Neema Hospitality.

Throughout middle school and high school, BethAnn Telford and Sandeep Thakrar were friends as they always shared homeroom. Over the years they formed a close friendship and respect for one another. But like many, the years of college created separate opportunities for the two and they lost touch. Years later, they reconnected when Thakrar learned that Telford was battling a malignant brain tumor and competing in high-profile running and triathlon events to raise awareness and funding for brain cancer research. To say that Thakrar was motivated by his childhood friend was an understatement. Telford's perseverance in overcoming life's challenges affected Thakrar to his core and he was inspired to not only make changes in his personal life but to help his friend support brain cancer research and ultimately find a cure.

Through it all, Telford has competed and finished the Boston Marathons (six times), Marine Corp Marathons (annually), the Lake Placid Ironman (twice), the Kona Ironman World Championship, Crossing the Canyon, and her most recent accomplishment, her successful completion of the 2017 World Marathon Challenge which consisted of seven marathons on seven continents in seven consecutive days. Telford was the only American woman in the race. She ran to raise global awareness about brain cancer and raise \$1 million for research supported by ABC² (Accelerate Brain Cancer Cure), a non-profit research organization. "I've overcome so many obstacles because of this cancer," said Telford. "As I ran around the world, I found a way to push through the pain and the fatigue by remembering the people I'm representing. I wish to be an example of hope and inspiration to so many others fighting cancer or anyone who has faced a setback in their life."

Each year Thakrar works diligently to help his dear friend raise funds for brain cancer research. "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 give back to others." The promotion will run May 25, 2018 through September 3, 2018.

To help support BethAnn in her journey to create awareness for brain cancer and raise funds for brain cancer research, 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: <http://abc2.org/team/bethann-telford>

Nicola Beddow
☎ (202) 467-2051
✉ Nicola.beddow@abc2.org

Sandeep Thakrar
☎ (240) 285-6690
✉ info@neemahospitality.com

ABC²
Brain Cancer Breakthroughs