



## **FOR IMMEDIATE RELEASE**

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### **HOLIDAY INN EXPRESS SET TO OPEN IN EAST SYRACUSE, NY**

Syracuse, NY July 15, 2009- Today, July 15, 2009 – Action Companies is proud to announce today as the grand opening for the newly constructed Holiday Inn Express & Suites-East Syracuse, NY. The location in Widewaters Parkway, and conveniently off Rte 690, and NYS Thruway makes the property very accessible. Guests at the Holiday Inn Express-East Syracuse will experience a comfortable and smart environment with innovative preferred guest upgrades to ensure a productive stay while traveling for business or leisure. The hotel’s newly enhanced complimentary Express Start breakfast bar will feature a full range of breakfast items including a rotation of egg and meat selections, biscuits, yogurt, fruit and the brand’s proprietary Stay Smart Kohler showerhead, signature shower curtain with curved rod, upgraded 100 percent cotton terry towels and a custom line of cinnamon-scented bath products. And, guests will enjoy the Simply Smart bedding collection where they will find new crisp fresh bedding which features an attractive decorative throw, a medium-weight duvet blanket and soft 200 thread-count sheets.

Holiday Inn Express participates in IHG’s guest loyalty program, Priority Club Rewards. The industry’s first and largest guest loyalty program has 42 million members. Priority Club rewards membership is free and guests can enroll by logon on at [priorityclub.com](http://priorityclub.com) or by calling 1-888-211-9874 or by inquiring at the front desk at the hotel.

“Holiday Inn Express hotels are designed to be the smart choice for value-conscious business and leisure travelers” said Jacob Wright, CEO/President of Action Companies. ‘Action Management, LLC’ (located downtown Syracuse) will be managing the hotel with a local portfolio which includes indoor paintball sports, Quaker Steak and Lube Restaurant, Wingate by Wyndham, and a Holiday Inn Express –Cicero, NY currently under construction. A fast-growing company, Action Companies has added 30 more jobs to the Syracuse community on this project, and looks forward to adding many more in the near future.

Grand Opening Celebrations are shortly to follow at the hotel. If you are interested, please contact Action Management at (315) 546-1000.

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