

For Immediate Release

There's Still Time to Spread Happiness with HoJo's The Give Happy Challenge

Oakville, ON. March 11, 2010 – Do-gooders throughout the U.S and Canada have one week left to participate in Howard Johnson's and the Harlem Globetrotters' The Give Happy Challenge, a multi-national contest promoting the spreading of happiness by offering participants the chance to win \$15,000 and a personal visit from the Harlem Globetrotters.

To enter the challenge, happy contestants should visit thegivehappychallenge.com and submit their entry via a video clip or an essay that illustrates how they were able to spread happiness. Entries will be accepted through March 15, 2010. Eight finalists will then be featured on thegivehappychallenge.com Web site beginning May 1, 2010, where voters throughout North America will be able to elect the winner.

The winner will be announced on or about June 21, 2010—the first day of summer and traditionally the happiest day of the year.

The Give Happy Challenge brings together two iconic and philanthropic brands to encourage and reward those who spread happiness in their communities.

The Original Harlem Globetrotters are embarking on their record 84th consecutive season of touring the world. The Globetrotters have played in 120 countries on six continents, entertaining more than 130 million fans and crossing barriers between cultures, societies and people from all walks of life. The Globetrotters are one of only six teams to be inducted into the Naismith Memorial Basketball Hall of Fame.

Howard Johnson Canada Franchise Systems Limited is an Oakville, Ontario based company, dedicated to the development, support and success of its current properties and prospective properties across Canada. Our success in attaining collective goals is a result of the dedication to quality and service within each of our Howard Johnson properties

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