



# America's Newest & Best Extended Stay Hotels

## US EXPANSION CONTINUES: MY PLACE HOTEL-ALTOONA/DES MOINES, IA TO OPEN IN OCTOBER!



The Altoona location is the first to open with My Place's new lobby design.

**DES MOINES, IA-SEPTEMBER 27, 2017**—My Place Hotels of America will soon double its presence in the state of Iowa with the upcoming opening in Altoona. Set to open by mid-October, the newly constructed three-story, 64-unit hotel is the second of three Iowa My Place Hotels to open this fall. The opening also marks the official debut of My Place's second generation lobby design. Altoona's newest hotel is conveniently located at 2315 Adventureland Drive, offering guests immediate access to a movie theater and popular dining options, as well as easy access to Adventureland theme park and downtown Des Moines.

Owner Matt Eller of Eller Enterprises first announced his plan to build 40 My Place Hotels at the Altoona hotel's groundbreaking in May. While his team prepares to open their first My Place in Altoona, their second Des Moines area hotel is set to open within a few weeks. Eller said excitement mounts as his team prepares to welcome guests.

"Our excitement is building as we approach the final stages of construction," Eller said. "We're most excited to serve the community with a brand new, economy extended-stay property. We know that we're offering guests a higher quality experience with the best value around, and we look forward to delighting them with that promise."

Terry Kline, My Place EVP of Franchise Development, said the brand is thrilled to welcome Eller's organization of expert developers, builders, and operators. While My Place continues its campaign for U.S. expansion, Kline said Eller's team will undoubtedly connect many key markets throughout their plan to build 40 My Place Hotels in 10 years.

"We're extremely pleased to work with Matt and the team he has assembled to execute this plan," Kline said. "As experienced hotel operators who are as passionate about the My Place product as we are, we know this team will excel in offering the finest in friendly service and flexible lodging!"

All My Place Hotels offer modern amenities at an affordable price including nightly, weekly and monthly rate options. Each extended stay guest room features a My Kitchen, complete with a two-burner cooktop, a microwave and a full refrigerator. The property is pet friendly, includes on-site laundry facilities, complimentary high speed internet service and a 24-hour My Store, located in the hotel lobby and stocked with an array of supplies for the guests' convenience. Additionally, guests are invited to enjoy the new Breakfast in Bed option for a minimal cost.

My Place Hotels of America, LLC. is persistently advancing in its campaign for U.S. expansion of the recently launched franchise system. The chain currently has 33 hotels open and operating with a near-term pipeline of 32 additional hotels and midterm commitments for upwards of 40 more hotels to follow. To book your stay at My Place, please call the toll-free reservation line at: 855-200-5685, or visit [myplacehotels.com](http://myplacehotels.com).

My Place Hotels of America, LLC. is a Franchise company that focuses on providing a clean and comfortable facility, with modern amenities, and great customer service, all at an affordable price. My Place Hotels of America, LLC is based out of Aberdeen, SD, and offers franchisees a new construction brand, designed to ensure quality, consistency and the highest of standards for delivering marketplace value. For more information on becoming part of our growing franchisee family, please visit [myplacehotels.com](http://myplacehotels.com) or contact **Terry Kline** at (605) 725-5685. This is not an offer. Offers are only made through an effective franchise disclosure document.



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