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**SAME FACE NEW NAME**

*Goodbye, Holiday Inn...Hello, Clarion!*

**Taunton, MA:** New and exciting changes are coming to the 155-room Hotel which sits at the top of the Myles Standish Industrial Park. Home to the Inn Fitness Center and Copper Fountain Grille, the Holiday Inn Taunton – Foxboro Hotel will soon boast a new name: Clarion Hotel and Conference Center. “We are excited to become part of the Choice family of hotels and look forward to introduce the brand to the community” says Jeff Terwilliger, General Manager. Stefanie Karasinski, Director of Sales and Marketing is “eager to educate our guests and clients about the brand and it’s competitive and appealing features”.

Clarion is part of the Choice Hotels brand who are globally recognized with over 7,000 hotels catering to all varieties of travelers. Clarion is known for its affordable accommodations, great spaces, and wide array of onsite amenities.

The transformation will be complete by the end of the year and will be the only Full-Service Choice branded hotel in the current owners portfolio, Jamsan Hotel Management (JHM). JHM, based in Lexington, MA currently operates over 75 hotels in New England.

*The hotel, located at 700 Myles Standish Boulevard in Taunton, MA is home to 155 guest rooms and 20,000 sqft of capable meeting and event space.*