



**FOR IMMEDIATE RELEASE**

**HOLIDAY INN CLUB VACATIONS BRAND WINS ORLANDO BUSINESS JOURNAL'S BRAND MADNESS COMPETITION**

**ORLANDO, FLA.** (April 25, 2018) – Orange Lake Resorts, home to the Holiday Inn Club Vacations brand, is excited to announce that Holiday Inn Club Vacations was named *Orlando Business Journal's* 2018 Brand Madness champion. The competition, tailored after the NCAA's March Madness championships, pitted Central Florida's top 64 brands against each other in a weekly online fan vote. Holiday Inn Club Vacations defeated Orlando Health in the championship match up to secure victory. Along the way, the brand bested some of the area's top employers and well-known brands including Fairwinds Credit Union, Nemours Children's Hospital, University of Central Florida, Dr. Phillips Center for the Performing Arts and Disney.

"It was fun to see our team, owners and online social media fans really getting behind the Holiday Inn Club Vacations brand throughout this competition," said Tom Nelson, President and CEO of Orange Lake Resorts. "Every week they supported us by sharing the competition with their families and friends. Our team member's and owner's weekly votes show the power of great customer service and how much they all love our company and resorts."

Holiday Inn Club Vacations continues to grow quickly through acquisitions and expansion of current resort villas counts while also adding new amenities to its 26 resort properties throughout the U.S. In 2017, the company consolidated its call center operations into a new building in Orlando. Currently, a 125,000-square-foot, three-story corporate headquarters is being constructed at the same location, which is expected open in 2019. Growth plans include hiring for more than 500 open positions across the company including many at its corporate headquarters. Positions are being recruited for in corporate, resort operations, call center, sales and marketing areas. Job seekers looking to join the Holiday Inn Club Vacations team can go to [jobs.holidayinnclub.com/](http://jobs.holidayinnclub.com/).

###

**About Orange Lake Resorts**

Orange Lake Resorts encompasses 26 resorts and 7,400 villas in the U.S., with more than 340,000 timeshare owners and 5,000 employees.

Orange Lake Resorts, a leader within the vacation ownership industry with more than three decades of proven success, operates the Holiday Inn Club®. The Holiday Inn Club Vacations® brand was created in 2008 through a strategic alliance with IHG® (InterContinental Hotels Group), one of the world's leading hotel companies. The Holiday Inn Club Vacations flagship property in Orlando, Fla., located next to the Walt Disney World® Resort, was established in 1982 by Holiday Inn® founder Kemmons Wilson. The timeshare brand includes 26 resorts across 13 states. For more information on Holiday Inn Club Vacations or to book reservations, visit [hiclubvacations.com](http://hiclubvacations.com). Find us on Facebook at [facebook.com/hiclubvacations](https://facebook.com/hiclubvacations) or Twitter at [twitter.com/hiclubvacations](https://twitter.com/hiclubvacations).

**Media Contact:**

Brian Martin  
Orange Lake Resorts  
407.395.6925  
[brmartin@orangelake.com](mailto:brmartin@orangelake.com)