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Corporate Housing 'Stars' in Celebrity Apprentice *Celebrities outfit a furnished apartment on NBC's reality TV show*

INDIANAPOLIS, IN – May 10, 2010 – The spotlight was on corporate housing, also known as serviced apartments, last night in the Sunday, May 9 episode of *Celebrity Apprentice*, titled *Suite Deal* of the *Celebrity Apprentice* (<http://www.nbc.com/the-apprentice/>). Teams comprised of celebrities including Cindy Lauper and Sharon Osbourne were assigned the task of decorating and furnishing a New York City apartment in the newest property of [BridgeStreet Worldwide](#), a member of the [Corporate Housing Providers Association](#) (CHPA).

“We were thrilled to participate in such a high caliber show as *Celebrity Apprentice*,” says Lee Curtis, CCHP, BridgeStreet Worldwide’s President and CEO and a CHPA past president. “Our appearance on NBC brings widespread exposure the corporate housing industry.”

Curtis challenged the teams to create a hip, urban apartment in which any celebrity would appreciate staying. Curtis was on hand to consult with the participants during the project as well as selecting the winning team along with Jonathan Adler, of Top Design fame and Donald Trump, Jr.

This episode of the hit reality television show brings great exposure to the corporate housing lodging segment. Corporate housing provides the perfect solution for extended stays, including business assignments, relocating families, or any traveler staying more than a few days. These furnished apartments offer more space, convenient locations in areas or neighborhoods near preferred destinations, and the no-hassle set-up and service experience of a temporary home away from home. CHPA members are ready to assist travelers and decision-makers for all their extended stay lodging needs. Visit www.chpaonline.org for more information.

CHPA is the only trade association dedicated exclusively to the corporate housing industry. The association continually strives to uphold the highest standards in business and professionalism; provide valuable insight, knowledge and resources to the industry; and increase visibility among related industries. Along with networking, education, certification, and information sharing, CHPA members grow their business and expand their reach through an international network of partners. Find out more about corporate or furnished apartments at www.chpaonline.org.