



For Immediate Release

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Hospitality Partners Join Together to Give Back to Minnesota Charities

140 Meeting Professionals Complete Community Projects as Part of HelmsBriscoe Cares

Scottsdale, Ariz. (November 22, 2010) — HelmsBriscoe Associates, their clients, and preferred hotel and destination partners joined together Wednesday November 17 at the Minneapolis Convention Center for a unique opportunity to give back to the local non-profit community. Over 140 attendees worked together on special projects, including care package assembly, T-shirt painting, holiday decorating and mural design.

The event was part of the annual HelmsBriscoe Fall event. In addition to showcasing 7 Minnesota-based charities with hands-on projects, HelmsBriscoe partners donated over \$15,000 to the causes. The charities that benefited from the projects include:

- Family & Children's Services
- Greater Minneapolis Crisis Nursery
- Twin Cities Boys & Girls Club
- Second Harvest Food Shelf
- Habitat for Humanity
- MN National Guard (represented by Camp Ripley)
- Earl Brown Elementary School

In July, the company unveiled its HB Cares program, which encourages and supports HelmsBriscoe Associates in their community involvement, volunteerism and charitable work. The company-wide campaign not only helps Associates give back to their local communities, but also tracks the hours donated across the globe.

"It was truly an inspiring event, seeing so many hospitality professionals banding together to support our community. I was incredibly proud of their efforts and the opportunity to be a part of a movement to make such a large impact in our community," said Michael Bergman, HelmsBriscoe Managing Director.

Randy Koch, Principal of Earl Brown Elementary School and one of the benefactors of the event, noted how much the kids enjoyed the experience and the numerous calls from parents in multiple languages expressing their appreciation. "The community is so grateful for the generosity of those involved with the event. Seeing these children express themselves in such a confident manner and connecting to others through music was a beautiful experience."

About HelmsBriscoe

[HelmsBriscoe](#) is the global leader of independent site selection and RFP services for over 9,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe Associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients' criteria, negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry's most respected network of procurement specialists, with more than 1100 associates spanning over 40 countries.