



**For Immediate Release**

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## **Hospitality Leader Takes Top Honors at MPI Minnesota Gala**

*HelmsBriscoe Cares 2010 Partnership Celebration Awarded for Community Service, Leadership*

**Scottsdale, Ariz. (May 26, 2011)** — [HelmsBriscoe](http://www.helmsbriscoe.com), the global leader in meeting procurement, was honored by the [Minnesota Meeting Planner International](http://www.mpi.org) (MPI) chapter at its 2011 Awards Gala with the “Meeting/Event of the Year” award for its HB Cares 2010 Partnership Celebration, a unique event designed to give back to the local non-profit community.

Held last November as part of the annual HelmsBriscoe Fall event, the celebration brought together 140 HelmsBriscoe Associates, clients and preferred hotel and destination partners in support of community involvement. Wanting to create a unique experience incorporating celebration, partnership and community service, attendees worked together on special projects that included care package assembly, t-shirt painting, holiday decorating and mural design. The event raised more than \$15,000 in support of seven Minnesota-based charities, including:

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

“This honor speaks to the dedication of our Associates to create a unique event where we could work together with our clients to give back to the local community,” said Greg Malark, Chief Operating Officer of HelmsBriscoe.

Michael Bergman, HelmsBriscoe Managing Director, was also honored with the MPI Minnesota 2011 President’s Award. Given to the chapter member who best supported the overall vision and goals of the chapter and elevated the experience for all 480 members, Michael was recognized for his leadership as well as his overall contributions to the chapter.

The company’s HB Cares program, unveiled in July 2010, 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. Since its inception, HelmsBriscoe Associates have donated over 8,000 hours.

**About HelmsBriscoe**

HelmsBriscoe is the global leader in meeting procurement for over 9,000 corporate, association and government clients. Spanning more than 40 countries, their highly respected network of 1200 procurement specialists booked 3.86 million room nights last year. By using their proprietary technology, collective market knowledge, and volume based purchasing power, HelmsBriscoe Associates facilitate the research and contracting processes, thereby mitigating the risk and increasing the return on their clients' meetings. For more information, visit [www.helmsbriscoe.com](http://www.helmsbriscoe.com).