



For Immediate Release

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Tim Cup Invitational Brings Together HelmsBriscoe Associates and Hoteliers to Raise Money for Wisconsin Charities

Scottsdale, Ariz. (October 13, 2011) — On September 10 and 11, HelmsBriscoe and Marcus Hotels and Resorts hosted The Tim Cup Invitational, a networking and charity event that raised more than \$40,000 for four different charities. HelmsBriscoe Regional Vice President Tim Lamont created the event to help connect HelmsBriscoe Associates with hoteliers.

HelmsBriscoe, the global leader of independent site selection and RFP services for the meetings business, strives to find unique and exciting ways to bring their Associates and hoteliers together outside of the conventional site selection visits or industry expositions.

“We started this event to not only raise money for local charities committed to making a difference in their communities, but also as a way for HelmsBriscoe to support their Associates in cultivating lasting relationships with their colleagues and hoteliers around the world,” says Lamont.

More than 70 HelmsBriscoe Associates and 145 hoteliers were in attendance at the second annual golf tournament held at the Grand Geneva Resort & Spa, a Marcus Hotel and Resort property, in Wisconsin. The Invitational spanned two days, during which guests participated in a volleyball tournament, dine-around, golf outing and closing Monday Night Football party. Sponsors such as MGM Resorts International, Marriott Corporation, and the Melia Hotels & Resorts convened on the resort’s championship course, The Highlands, for an interactive golf outing.

As the Invitational continues to grow, so do the donations contributed by participants. Last year’s Invitational raised \$15,000 for Prairie Hill Waldorf School in Pewaukee, WI and this year the donations have almost tripled. Lamont says he is “exceedingly happy with the turnout and incredible generosity from the industry.”

HelmsBriscoe and Marcus Hotels and Resorts presented a check of \$15,000 to St. Joan of Arc Parish School in Nashotah, WI and \$15,000 to the Milwaukee Chapter of the United Way, Marcus Corporation's charity partner. An additional \$5,000 each was given to Marriott International's charity partner the Children's Miracle Network to benefit a local children's hospital in Denver, CO and the Nevada Cancer Institute, a MGM Resorts International charity partner.

"We have a great relationship with Marcus Hotels & Resorts," says Lamont. "With their support, this event will continue to reach more Associates, hoteliers and community supporters."

About HelmsBriscoe

HelmsBriscoe is the global leader in meeting procurement for a variety of corporate, association and government clients. Spanning more than 50 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.