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Hospitality Partners Join Together to Give Back to Minnesota Charities

230 Meeting Professionals Complete Community Projects as Part of HelmsBriscoe Cares

Scottsdale, Ariz. (January 10, 2012) —On Tuesday, Nov. 29, the second annual “HB Cares Partnership Celebration” brought together more than 230 HelmsBriscoe Associates, their clients and preferred hotel and destination partners in support of seven different Minnesota charities at the Hilton Minneapolis/St. Paul Airport Hotel. This award-winning event featured numerous charitable activities, including painting a piano while world-renowned pianist Phil Thompson played it, care package assembly, blanket sewing, Christmas-tree decorating, ornament decorating and baking.

“This unique and socially charged event celebrated the relationships we carry with clients and partners and afforded us all the opportunity to give back to our community in the spirit of the season,” stated Michael Bergman, managing director, HelmsBriscoe.

The event was part of HelmsBriscoe’s HB Cares program, which encourages and supports the company’s Associates in their community involvement, volunteerism and charitable work.

In addition to the numerous contributions made during the hands-on projects, the event raised \$32,500 for the local nonprofit community, more than double the \$15,000 that was donated last year. The charities benefitting were all the official sponsored charities unique to the seven different HelmsBriscoe preferred hotel and destinations partners in attendance. Produced in conjunction with Lucy Eisele CITE, owner of Integrity Incentives, the partners who showcased their causes were the Melia Hotels International, Marriott International, Hyatt Hotels, Peabody Hotel, Travel Alberta, Fairmont Hotels, Intercontinental Hotel Group, San Diego CVB, Rosen Hotel & Resorts, Orlando CVB, Caesars Entertainment, and Hilton Worldwide.

“By hosting the event around activities that would positively impact local charities, it allowed all participants to connect on a more meaningful level,” said Kim Napolitano, senior director of sales for Hilton Worldwide. “This interaction created stronger collaborations as well as a greater influence in the local community.”

This year, the charities that benefitted from the donations and projects included:

- Miracles of Mitch
- Earle Brown Elementary School
- Keys for Kids

- Greater Minneapolis Crisis Nursery
- Minnesota Veterans Home
- Ronald McDonald House
- Union Gospel Mission

Sandy Larson, public affairs director for the Minnesota Veteran's Home commented, "We are grateful recipients of the wonderful, heartwarming efforts of this event. Our residents and staff appreciate the support in helping those who served."

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.

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