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FOR IMMEDIATE RELEASE
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“OPERATION GIVE” UNITES SAN DIEGO HOSPITALITY INDUSTRY IN SOCIALLY RESPONSIBLE EVENT

San Diego, CA, July 1, 2009 – In response to increased **scrutiny of the meetings industry**, **ACCESS**



Destination Services recently united local **hospitality members** for a day of **charitable giving at the Ronald McDonald House** of San Diego, preparing the new facility for move-in and demonstrating the **value of CSR (corporate social responsibility)** events as conference and meeting inclusions. This facility provides a home-away-from-home for families whose children are being treated for potentially life-threatening illnesses at area hospitals. Teams, representing the San Diego Convention Center, San Diego Convention & Visitors' Bureau and over 20 area hotels, participated in a **CSR activity** alongside event producer and local destination management company, **ACCESS** Destination Services, to prepare the new 47-room facility for move-in. Approximately 100 volunteers from the local hospitality community together accomplished team assignments including kitchen and storage set-up, sleeping room sanitation and preparation, welcome packet production and art projects resulting in the readiness of all rooms for occupation by families in need. “You are like angels to us. In a matter of hours you accomplished so much that will leave a lasting impression on the families who rely on the Ronald McDonald House,” stated Bill Lennartz, President & CEO, Ronald McDonald House Charities of San Diego, Inc.

As a pioneer in producing groundbreaking socially responsible teambuilding events nationwide, **ACCESS** shared this experience by providing an opportunity for our industry to give back to the San Diego community, showcasing the **value of CSR events**. “With the **meetings industry under the microscope**, there is no better time to show the strength of the hospitality sector and to do what we do best,” states Jennifer Miller, DMCP, General Manager of the San Diego office of **ACCESS** Destination Services. “As a company, this is our passion – to match our clients with projects enabling them to give back and leave a footprint when they meet in San Diego. To those of us in the hospitality industry, projects like this put **meaning in meetings**.” **ACCESS** CEO Chris Lee, DMCP, adds “**Operation Give**” is an expression of our overall company values and just one example of **corporate social responsibility (CSR) in action**.”

Since 1970, **ACCESS** Destination Services has provided the highest caliber of full-service, professional destination management and event production services in the West, including Anaheim/Orange County, Las Vegas, Los Angeles, Palm Springs and San Diego. www.accessdmc.com