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**MARCUS HOTELS AND THE GRAND GENEVA PARTNER
WITH HELMSBRISCOE FOR THE TIM CUP INVITATIONAL**

*The Two-Day Event Resulted in \$40,000 in Charitable Donations
for Four Organizations*

(LAKE GENEVA, WI; September 22, 2011)— On September 10 and 11, 2011, the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com) was the site of the Tim Cup Invitational, a networking and charity event hosted by Marcus Hotels and Resorts and HelmsBriscoe. To celebrate the strength of this partnership, \$40,000 was bestowed to four different charities, each committed to making a difference in their communities.

With 145 hoteliers and 70 HelmsBriscoe associates from around the world in attendance, 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.

HelmsBriscoe Regional Vice President Tim Lamont, the man responsible for cultivating a partnership between the two corporations, stressed the importance of relationship-building

during the event. "It's important to us to bring people together that have not only done business together, but also support organizations with a strong presence in their communities."

Now in its second year, the Tim Cup Invitational was created as a way for Lamont to link HelmsBriscoe associates with hoteliers "outside the normal framework of an expo or site selection. This year, we really wanted to step it up a notch in terms of the donation and the overall event line-up." During last year's event, a \$15,000 donation was made to the Prairie Hill Waldorf School in Pewaukee, WI.

Guests of the Invitational stayed at the Grand Geneva Resort & Spa for two nights, during which they participated in a volleyball tournament, dine-around, golf outing and closing Monday Night Football party. Sponsors such as MGM Resorts International, Marriott Corporation, and Meliá Hotels International convened on the resort's championship course, The Highlands, for an interactive golf outing.

"We have a great relationship with Marcus Hotels & Resorts." says Lamont. "Each year the event keeps getting bigger and better. We can't wait until next year."

For more information on Helms Briscoe and Grand Geneva, please visit www.helmsbriscoe.com or www.GrandGeneva.com.

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 1,200 associates spanning over 42 countries.

About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an award-winning all-seasons resort set on 1,300 acres in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms; WELL Spa + Salon; two championship 18-hole golf courses; The Mountain Top, a three-chair/18-run ski and snowboard facility; 62,000 square feet of meeting and convention space; three restaurants; and a 4,100-square-foot executive airport.

Grand Geneva recently completed property-wide renovations, which included improvements to all guest accommodations, the outdoor pool deck and WELL Spa + Salon, and the addition of Embers Terrace, an outdoor fireplace experience.

Additional accommodations on property include the family-friendly Timber Ridge Lodge, featuring the 50,000-square-foot Moose Mountain Falls indoor/outdoor waterpark, 3,600-square-foot arcade, 3,500-square foot ballroom, and family barbecue restaurant. Grand Geneva is a wholly owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit www.grandgeneva.com.

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