



**FOR IMMEDIATE RELEASE**

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## **SMART CIRCLE INTERNATIONAL CONNECTS LOCAL BUSINESSES TO RAISE FUNDS AND BENEFIT COMMUNITY**

***Onsite Events Allow Employees to Purchase Popular Products, Services at Work, While Proceeds Benefit Their Organization and Greater Community***

**DALLAS, Texas – November 3, 2008** – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), marks the first year of its burgeoning Corporate Events Program, a unique service that allows professional and civic organizations to support local businesses and the community at large. Hosting an astounding 1,000 events nationwide in the program's first year alone, the concept begins with onsite fundraising events that allow employees to conveniently purchase the products and services they love – while at work – from area businesses. While each corporate event not only supports the local business community through expanded awareness and sales opportunities, a portion of the proceeds then cycle back into the host organization's bottom line.

Whether a local hospital needs to generate funds for an expanded training program for staff or a local company seeks to raise money for internal employee events or even a favorite local charity, this one-of-a-kind program creates a win-win synergy between local businesses and the community. Created in 2007 as a way to help professional and civic businesses with anything from funding issues to community support efforts, The Smart Circle has expanded the program to more than 40 cities across North America and has helped its partnering organizations raise more than \$200,000 to date.

“We began the Events Program as a way to help companies get more involved in their communities while raising much needed funds to support their own internal needs,” said George Graffy, president of Smart Circle International. “The Smart Circle helps assist and support these companies with events and fundraisers they likely would not have had the time or resources to coordinate on their own.”

Working with organizations ranging from national corporations to regional hospitals, the typical two-day events are conveniently held onsite at the organization’s location, such as an office building, hospital, church or university. In addition to raising funds strictly for internal programs and employee perks, organizations have the option of sharing proceeds with valuable community charities.

“The response from our first event with The Smart Circle was so overwhelming that we scheduled another event the very next week,” said Susan Abalos of Alta Bates Summit Medical Center in Berkeley, Calif. “It was the easiest fundraiser we’ve ever had, and our employees really appreciated the variety of money-saving events and program that were available to them.”

To participate in a Smart Circle event, organizations should contact Connie Zartler at (708) 385-5377.

In addition to the Smart Circle Events Program, the company partners with clients in a variety of industries that are looking to enhance visibility and generate sales and leads more effectively and efficiently, from travel, spas and salons, professional and independent sports teams, restaurants, movie theatres and area attractions, to home improvement service providers. This unique sales approach takes offers directly to consumers at their homes, businesses and via retail locations, giving clients a level of convenience unmatched by traditional advertising models. Helping clients such as Pizza Hut and Hilton Hotels, The Smart Circle’s sales professionals serve as an extension of the brand by communicating their offering to consumers, allowing businesses to maintain a focus on providing the highest quality product and service for the customer.

#### **About Smart Circle® International**

Established in 1989, Smart Circle International is the dominant force in referral marketing worldwide. Major companies turn to Smart Circle International to build traffic, enhance brand loyalty, fill unused capacity and generate new customers. Smart Circle International reaches consumers face-to-face through its new retail program as well as long-standing community marketing networks, which include the Public Sales Network, Private Sales Network and Fundraising Network, to distribute promotional certificates on popular products and services on behalf of advertisers. <http://www.thesmartcircle.com/> [The Smart Circle], <http://www.smartcircleinternational.com> [Smart Circle International], and

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