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HSMIAI Georgia Chapter to hold 14th Annual Chinese Auction *The Year of the Tiger*

Atlanta, GA (August, 30, 2010) – The Hospitality Sales and Marketing Association International Georgia Chapter (HSMIAI-GA) will hold its 14th Annual Chinese Auction, *The Year of the Tiger*, on Thursday, October 14, 2010 at The Carlos Center (2500 Clairmont Rd, Atl). As in recent years, the purpose of this event is to donate a portion of the net proceeds to CURE Childhood Cancer, Inc, as well as to the Chapter's education and scholarship fund.

The HSMIAI-GA Chapter has won the National Best of the Best Award in Fundraising/Community Involvement Programs. As part of their submission for the award, the Chapter's board members explained, "HSMIAI Georgia (HSMIAI-GA) understands the importance of giving back to our community and partnering with local charities to raise money, awareness and education...We build HSMIAI Georgia's Chinese Auction, our biggest annual event, around fund-raising and education for CURE Childhood Cancer (CURE)." And, according to Pamela Shepherd of the Aruba Convention Bureau of North America and 2009 HSMIAI-GA President, "This is the most important fundraising event for the Georgia Chapter."

Coming off the successful 2009 event, the Chapter's goal in 2010 is to attract even more attendees with a bigger and better Chinese Auction this year. The success of the auction depends largely on members and industry professionals -- Donated items such as weekend stays for two, spa treatments, dinners, theatrical events, gift baskets, rounds of golf, car and transportation services, and any other gift of value have been sought after. All donations will be recognized online, as well as at the event in signage and a PowerPoint presentation. The deadline for donations is Friday, October 1st. Early Bird registration pricing is available until September 17th. To donate, register as a guest, or for more information, go to www.chineseauction.info.

About HSMIAI & HSMIAI-GA

Founded in 1927, HSMIAI is an individual membership organization comprised of nearly 7,000 sales and marketing professionals representing all segments of the hospitality industry in 35 countries and 60 chapters worldwide. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. To learn more about HSMIAI, please visit www.hsmia.org.

The Georgia Chapter hosts monthly meetings at various Atlanta venues. Meetings are generally held on the 2nd Wednesday of each month from 11:00 AM - 1:30 PM. Registration and networking begin promptly at 11:00 AM, lunch is served at 11:30 AM followed by an educational program. To learn more about HSMIAI-GA, please visit www.hsmia-ga.org.

About CURE Childhood Cancer, Inc.

CURE Childhood Cancer, Inc. is a nonprofit organization dedicated to conquering childhood cancer through research, education, patient and family support. More than half of the financial resources for CURE are devoted to supporting basic and clinical pediatric oncology research, but children fighting cancer need more than medical care. CURE also provides a broad range of support programs, resources and services designed to meet the needs of the entire family coping with childhood cancer, from diagnosis and beyond. To learn more about CURE, please visit their Web site at www.curechildhoodcancer.org.

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