

**HELPING HAND REWARDS EXHIBITS SOCIAL
RESPONSIBILITY
AT PROMOTIONAL PRODUCTS EXPO**

Chicago (Jan. 26, 2010) - Helping Hand Rewards (HHR), an organization that connects social-purpose businesses with the incentive market, shone the spotlight on integrating corporate social responsibility into promotional programs at the recent Promotional Products Association International (PPAI) Expo 2010. HHR was one of the featured exhibitors in the association's new **brand** pavilion-a special showcase launched this year specifically for promotional distributors looking to add incentive merchandise to their promotional product offerings. According to Michael Arkes, CEO of Hinda Incentives and founder of Helping Hand Rewards, the showcase was a resounding success.

"We got close to 600 leads at the show," Arkes said, "and I can tell you the quality of leads was significantly greater because people in all industries are becoming more familiar with and more committed to corporate social responsibility. It has gained tremendous awareness in the marketplace; there's been more buzz about it.

"Last year at the PPAI Expo, we met many people who thought that what we were doing was 'a nice idea.' This year, customers came looking for ways to fit our socially responsible products into their promotional programs. We took that next step."

As an added bonus, Arkes reported that this year more companies specializing in green and sustainable products approached HHR at the show because they "recognized that Helping Hand Rewards would be a great addition to their product mix."

Helping Hand Rewards' products are manufactured by social enterprises with the sole mission of providing opportunities, skills, and income to people in need. Organizations represented by HHR include The Enterprising Kitchen, a soap and spa-products manufacturer that provides training, support, and jobs to at-risk women in Chicago; a jewelry-making business providing employment and income for women founded by Mary Fisher, ambassador of the United Nations' HIV/AIDS program; and Greyston Bakery, a company in Yonkers, NY, known for its gourmet brownies and desserts. Greyston provides job skills and

employment to those who might otherwise be "unemployable."

HHR's selection of unique products also includes soup mixes, party dips, and gourmet desserts from the Women's Bean Project and Women Helping Other Women-two organizations offering support to underprivileged women and victims of domestic violence. Other choices include handcrafted art and home accessories made by artisan collectives in India and Guatemala and sustainable soy-based candles from Bright Endeavors in Chicago.

"When I told the stories behind the products to visitors to the HHR booth at the Expo and explained how these social enterprises help people in need, it was touching to see the response. These really are gifts that give back," said Lisa Marcheskie, an account executive with Helping Hand Rewards. "What makes HHR products different is that they truly make a world of difference, not only for the people who make them but also for the people who give them and the people who get them."

In addition to the PPAI Expo, Helping Hand Rewards also plans to exhibit at Promotions East 2010, June 6-9 at the Atlantic City (NJ) Convention Center, and the Motivation Show at Chicago's McCormick Place, October 12-14.

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