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## **HELMSBRISCOE CELEBRATES 25<sup>TH</sup> ANNIVERSARY WITH NEW BRANDING**

**Scottsdale, AZ (March 7, 2017):** On Sunday, March 5<sup>th</sup>, 2017, HelmsBriscoe, the global leader in meetings procurement and site selection, celebrated its 25<sup>th</sup> anniversary. To commemorate the milestone, the company rolled out all new branding, including a new logo, new color palette, and a completely revamped [public website](#).

For 25 years, HelmsBriscoe has streamlined the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for their clients' events. With a new look to take the company into its next 25 years, HelmsBriscoe looks forward to continuing to work with their valued clients and partners to remain the leader in their space.

"The launch of our new logo and branding is a way for us to celebrate how far our company has come over the last quarter-century," said Roger Helms, HelmsBriscoe Founder & CEO. "We are thankful to our Associates, clients and partners who helped to get us to this pivotal milestone, and we are excited for our company's next chapter."

For more information about HelmsBriscoe's services, visit [www.helmsbriscoe.com](http://www.helmsbriscoe.com).

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