

For Immediate Release

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Courtesy Associates Provides Full-Service Management for 2009 World Habitat Day Events

WASHINGTON, D.C. – October 26, 2009– Courtesy Associates, a global meeting, conference and special events firm owned by SmithBucklin, recently provided full management services for Habitat for Humanity, International in celebration of World Habitat Day, held October 1-7, 2009 in Washington, D.C.

The United Nations (U.N.) has designated the first Monday of October every year as World Habitat Day. The goal of observing this day is to reflect on the state of the world's towns and cities and the basic right of all to adequate shelter. It is also intended to remind the world of its collective responsibility to the future of the human habitat. These 2009 events were the first World Habitat Day celebrations to be held in the U.S. Along with Habitat for Humanity, International, the events were sponsored by the Rockefeller Foundation, the United Nations Human Settlements Programme (UN-HABITAT) and the U.S. Department of Housing and Urban Development (HUD)—all of which are dedicated to the global crisis of poverty housing. This year's theme was titled *Planning our Urban Future*, in order to raise awareness of the need to improve urban planning to deal with new major challenges of the 21st century.

“World Habitat Day is an opportunity to bring attention to the worldwide need for decent and affordable housing,” said Benjamin de la Pena, associate director, Rockefeller Foundation. “With only a short time to prepare, Courtesy succeeded in managing an important global observance day that involved a number of organizations and individuals across the world. We were thrilled with the events and thankful for Courtesy's persistent efforts to make our first-ever U.S. observance a success.”

The official kick-off for the 2009 World Habitat Day global observance featured a video welcome by President Barack Obama and remarks from rock star Jon Bon Jovi, a member of the U.S. World Habitat Day Honorary Committee; U.N. Ambassador Susan Rice; and Melody Barnes, director of the White House Domestic Policy Council. The celebration also featured the presentation of UN-HABITAT's prestigious Habitat Scroll of Honour Awards and the World Habitat Awards by the Building and Social Housing Foundation of the United Kingdom.

The World Habitat Day Honorary Committee Dinner featured an international gathering to pay tribute to 200 representatives from non-profits, community based organizations, foundations and other governmental entities who work in the urban policy arena including Valerie Jarrett, Senior Advisor

and Assistant to the President of the United States for Intergovernmental Affairs and Public Engagement, and Dr. Judith Rodin, President of The Rockefeller Foundation.

“With only six weeks lead time, we were able to help these four organizations create a seamless event to convey their important message,” said Leslie Thornton, director of Strategic Account Management, Courtesy Associates. “Our clients felt confident knowing that we were managing all of their logistical details so that they could focus on raising awareness on this crucial issue our world is facing.”

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About Courtesy Associates

Courtesy Associates is a recognized leader in the full-service conference and event management industry. Courtesy serves a wide range of clients in the government, medical, technical, association and corporate arenas, creating programs for audiences ranging from 50 to 10,000. Courtesy provides clients with a single point of contact and unparalleled expertise in vendor negotiation and management, logistics and planning (onsite, pre- and post-event), exhibit and sponsorship sales, budget development and oversight, theme development and event design, production, event marketing and fundraising, and site selection. Courtesy Associates is owned by SmithBucklin, the world’s largest association management and professional services company. For more information, please visit www.courtesyassociates.com.

About SmithBucklin

SmithBucklin is the world’s largest association management and professional services company. Founded in 1949, the company provides full-service management and outsourcing services to trade associations, professional societies, technology user groups, corporations, government institutes/agencies and other nonprofit organizations. SmithBucklin’s mission is to drive growth for its client organizations and provide uncompromised stewardship for their long-term prosperity. SmithBucklin offices are located in Chicago, Washington, D.C., St. Louis and St. Paul, Minn. and the *SmithBucklin + MCI Worldwide Partnership* provides client organizations with seamless association and event management services from more than 40 offices throughout the world. The company is 100 percent employee owned. For more information, please visit www.smithbucklin.com or call 1-800-539-9740.