



RECOGNITION **CHANGES** EVERYTHING

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## **THARPEROBBINS PUTS MORE THAN 40,000 CALLING CARDS TO GOOD USE**

*Calling Cards Help Dozens of Non-Profit Organizations Nationwide*

**STATESVILLE, N.C., September 23, 2010** – While doing an inventory of the warehouse at TharpeRobbins, a global leader in the managed employee recognition and rewards industry, the company noted a surplus supply of more than 40,000 AT&T calling cards. They decided to put them to good use and asked their employees to suggest their favorite charities.

“We have had nearly a hundred suggestions from our employees. Participation has been overwhelming,” says Susan Tolle, senior vice president of talent for TharpeRobbins. “The most popular requests were for shelters for the homeless and victims of domestic violence and any charity having to do with children.”

TharpeRobbins Sales Representative Bruce McIntyre in Madison, Conn., an advisory board member for the Cove Center for Grieving Children ([www.covect.org](http://www.covect.org)), is encouraged by the impact of this donation on the 100 families that the Cove Center serves.

“Many of our families have extremely limited financial means and the calling cards will help them stay in touch with loved ones during an incredibly emotional time,” says McIntyre. “The agency doesn’t charge for its services, which includes providing financial assistance for long distance telephone calls. Instead, we rely solely on donations to provide the care, counseling and support that are so necessary to these grieving families. These calling cards will be a big help to them.”

TharpeRobbins chose more than two dozen additional non-profit organizations across the country including the Salvation Army, the United Way, the American Red Cross and various councils on aging, as well as homeless and domestic violence shelters.

“One of our core values is to be a good corporate citizen,” Tolle says. “I am proud to see how much our employees took part in this opportunity to give back to the communities we live in.”

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“The organizations can use the cards to help reduce their own long distance expenses, offer them to residents or patrons, or they may choose to sell them as fundraisers,” she says. “To put it in perspective, if the 40,000 cards are sold for just half of their \$10 face value, these organizations could raise \$200,000.”

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For more than 100 years, TharpeRobbins’ rich history as an innovator has covered the breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting edge programs, flawless execution, professional service and world-class technology. TharpeRobbins built its reputation on developing customized programs to help clients reach their employee attraction and retention goals. The company is passionate about recognition because they know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, Recognition Changes Everything.

The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing. For more information, log on to [www.tharperobbins.com](http://www.tharperobbins.com).

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