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FOR IMMEDIATE RELEASE

Atlanta's Hospitality Leaders Collaborate to Cook Up A Successful Fundraising Campaign for the Leukemia & Lymphoma Society

(Atlanta, Georgia) June 20, 2014 - Over the past ten weeks, a group of talented Atlanta hospitality leaders teamed up to raise life-saving funding for the Leukemia & Lymphoma Society (LLS). The "Hospitality for Hope" team was formed and led by LLS Man of the Year Candidate, Adam Noyes, Senior Vice President of Proof of the Pudding. The team included many influential hospitality leaders such as: Cynthia Alford of Destination South, Ruth Benjamin of Grand Hyatt Atlanta, Dina Biondo of Proof of the Pudding, Nicole Massey of Peachtree Tents & Events, Marc Nevarez of World of Coca-Cola, Carol Ann Noyes of Proof of the Pudding, and Shannon Pike of Classic Party Rentals. The industry quickly embraced this opportunity to help more than one million Americans living with blood cancer, taking on the challenge to raise money for The Leukemia & Lymphoma Society's Man & Woman of the Year Campaign.

The team targeted the following five areas to center the campaign around; Donations, Sponsorships, In-Kind Gifts, Auction Items, and a Special Culinary Event. The recently coordinated Hospitality for Hope's Signature Chef's Table Event took place on May 20th on the beautiful lawn of the Margaret Mitchell House on Peachtree Street. The event was an innovative culinary experience, hosted by CNN's Holly Firfer and an exclusive collection of Atlanta's top local chefs: Jamie Adams of Veni Vidi Vici, Jason Hill of Wisteria, Thomas McKeown of Grand Hyatt Atlanta and Vagn Nielsen of Proof of the Pudding. The chefs dished up live, on stage, a four-course meal coupled with elegant wine pairings. As each course was prepared, servers delivered each course to 100 guests in synchronized service. "This one-of-a-kind culinary experience, under the stars on Peachtree Street, was a huge catalyst to our campaign success and was made possible by an amazing collaboration and generosity of many of our industry partners," said Noyes.

The ten week campaign concluded on June 14, 2014 and the Hospitality for Hope Team raised more than \$50,000 to fund cancer research. It's this kind of local support that demonstrates the hospitality community's commitment to giving back. It is Noyes's hope, and that of his entire team, that these funds will be part of finding a cure for blood cancers and improving the quality of life of patients and their families.

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About Proof of the Pudding

Proof of the Pudding was founded in 1979. Over the past 35 years, Proof of the Pudding has maintained its distinctive and personal style, setting it apart from other caterers and food service management companies. Today Proof of the Pudding is 'Atlanta's Premier Go To Company' for delicious food, operating more than five state of the art kitchens in the Atlanta market alone. Proof of the Pudding has been a shining star on the Atlanta food service and catering scene. Innovative Culinary Creations,

coupled with a personalized style of presentation and service, has won them the consistent rating as Atlanta's best caterer and foodservice management company by clients and media alike.

About the Man & Woman of the Year Campaign

In communities across the United States, passionate candidates engage in a spirited 10-week fundraising competition each spring to earn The Leukemia & Lymphoma Society's "Man & Woman of the Year" titles. Candidates raise funds and compete in honor of children who are local blood cancer survivors, the Boy & Girl of the Year. Candidates are professionals, generally between the ages of 25 and 60, with the capacity and desire to raise significant funds to help others.

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