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**For Immediate Release**

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## **Destination Services Corporation (DSC) Launches “Jingle Bell Bikes” Program**

Denver, November 24, 2009 – Destination Services Corporation (DSC) has designed an alternative to the traditional holiday party, giving organizations a way to celebrate the season while helping those in need. The “Jingle Bell Bikes” program is an affordable team-building event through which co-workers build bikes alongside skilled technicians. DSC’s goal is to work with companies to donate 1,500 bicycles this holiday season.

Companies who participate in Jingle Bell Bikes will choose a location for their event. Whether it’s an office luncheon or dinner at a local venue, DSC will create a festive atmosphere and supply everything needed for some friendly competition. From fact finding, to improvisation and trivia, teams will collect clues to ultimately build their wheeled gifts. Once completed, they will be presented to a local charity.

“Employers are burdened by the decision about an appropriate way to celebrate the season,” says Kathy Fort Carty, DSC President. “Many companies are canceling end-of-year parties or scheduling them in the New Year to save on costs. Jingle Bell Bikes gives them a way to strengthen camaraderie and give back to the community at a price point that respects the economic climate.”

DSC will put their words into action, hosting a Jingle Bell Bikes in collaboration with local hospitality partners. Bikes built by DSC staff and partners will be donated to the Tennyson Center for Children, one of the Rocky Mountains leading treatment and education centers for at risk youth. “In this season of giving,” says Fort Carty, “we think the Tennyson Center is the perfect home for these bicycles.”

Companies interested in “Jingle Bell Bikes” should visit [www.dsc-co.com](http://www.dsc-co.com) or call Melissa Masterson, Sales Manager 970.476.6565.

*DSC is an award-winning destination management company that serves as a single resource for coordinating group visits to Colorado and Lake Tahoe; providing airport and local transportation, dining, events, team building, tours, speakers, entertainment, staffing and related services.*

*DSC is the 21<sup>st</sup> Largest Women-Owned Business in Colorado with offices in Aspen, Colorado Springs, Denver, Vail/Beaver Creek and Lake Tahoe.*