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ITAGroup Earns Two Communitas Awards for Service

Des Moines, IA (March 8, 2010) – *ITAGroup* has earned two 2010 Communitas Awards, given internationally to businesses, organizations and individuals that are unselfishly giving of themselves and their resources, and those that are changing how they do business to benefit their communities.

The first award was given in the category of *Specific Volunteer Project* and recognizes the company's efforts related to their *Mystery Missions Event*, an event where eight corporate teams were sent on secret community service missions ranging from serving dinners to hosting a party for at-risk children.

The second award was given in the category of *Leadership in Community Service* and highlights the company's *Spirit of ITAGroup* efforts in assisting nearly 50 agencies and community organizations with fundraising, donations and volunteer support.

"*ITAGroup* understands the importance of being involved with charities and service organizations," states Kory Schramm, Corporate Communications Manager. "Volunteerism and philanthropy provide a unique opportunity to engage and inspire an employee base, while at the same time benefiting the community and demonstrating the importance of a corporate-community partnership."

Communitas is the Latin word that means *people coming together for the good of a community*. Nominees are evaluated based on the extent and effectiveness of initiatives, and winners range from a one person design firm donating services to help improve the diets of inner-city students to a Fortune 500 corporation whose efforts focused on eco-friendly and sustainable business practices. Other recent recipients include American Airlines, Honda, Genesis Health and Uncle Ben's.

Communitas Awards is an outgrowth of the pro bono recognition program of the Association of Marketing and Communication Professionals (AMCP), a several thousand member group that honors creative achievement and fosters partnerships with charities and organizations.

"By recognizing individuals, organizations and companies for their volunteerism and socially responsible business practices, we are hoping to not only bring attention to great programs, but are working with community minded leaders to make the spirit of communitas an essential element of every business," said Ed Dalheim, executive director of AMCP.

About ITAGroup

ITAGroup is a full-service performance improvement company focused on improving business results through people. Leveraging technology from assessment through post-operation analysis, **ITAGroup** engages and motivates people through sales incentives, employee recognition programs, business-to-business loyalty solutions, product launches, marketing services, group travel events and business meetings. The company is employee owned and headquartered in West Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Des Moines, Indianapolis, Los Angeles, Minneapolis, New Jersey, New York and Florida.

To learn more about **ITAGroup** and its full service people performance improvement solutions please visit www.itagroup.com.