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World Congress and The FruitGuys announce partnership of World Congress 2<sup>nd</sup> Annual Executive Forum on Creating a Culture of Health

*Partnership to feature fresh fruit from The FruitGuys to attendees at upcoming event on October 17 – 18 in Chicago!*

BOSTON, Mass. – World Congress and The FruitGuys are pleased to announce an upcoming partnership on the World Congress 2<sup>nd</sup> Annual Executive Forum on Creating a Culture of Health on October 17 – 18 in Chicago, Illinois.

The FruitGuys will be providing all Forum attendees with fresh fruit during one of the afternoon breaks at the event.

The Forum annually gathers over 200 human resource, benefit and wellness executives who are transforming their organization's culture into one that values health and wellness. By doing this, not only are organizational costs reduced from unnecessary health costs reduced, but employees are overall healthier and more productive.

“We are so pleased to be partnering with The FruitGuys,” said the Forum Director, Katie DiPerna Cook. “Their mission aligns perfectly with our upcoming Forum to demonstrate to our attendees the importance and the ease of having fresh fruit in the office to support employee health.”

"The FruitGuys is excited to partner with World Congress on their 2nd Annual Executive Forum on Creating a Culture of Health," said Chris Mittelstaedt, founder and chief executive officer, The FruitGuys." The education that World Congress is providing for executives is information that can help transform companies into healthier organizations. This is key to the development of sustainable companies in the 21st century. We view wellness at the workplace as a win-win for everyone and are excited to work with World Congress in this endeavor.”

Registration is open until the day of the event, October 17, 2011. People who are interested in registering for the Forum can contact World Congress at 800-767-9499 or online at [worldcongress.com/culture](http://worldcongress.com/culture). When calling, mention code KBN797 to save an extra \$300 off the registration fee.

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About World Congress: World Congress, the leading global provider of health care conferences, forges communities by convening senior executives from all segments of the health care industry. Whether it's our annual flagship event, The World Health Care Congress, its overseas counterpart, World Health Care Congress Europe, or one of our more specialized Congresses and Leadership Summits, we produce the premier industry forums that generate content that matters while fostering connections between attendees that provide the lasting benefits.

About The FruitGuys: The FruitGuys provides fresh seasonal fruit from local farms to thousands of American businesses, from small family-run companies to major Fortune 500 corporations. The FruitGuys has been called upon by some of the most well-known businesses in the nation, including Littler Mendelson, Red Bull, Virgin America, Yamaha, VMWare, and Wells Fargo, among thousands of other industry leaders.