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MobCon 2013 to Partner with Non-Profit Genesys Works *Mobile App Conference Organizers to Match Donations Made by Attendees*

MINNEAPOLIS, MN. MAY 24, 2013— MobCon 2013 (<http://mobcon.com>), the premier mobile conference in Minneapolis on November 7-8, 2013, announced today that it is partnering with Genesys Works, a non-profit that bridges the gap between underprivileged high school students and businesses, to help raise donations for its cause.

MobCon 2013 has added the option for conference attendees to donate during the registration process, and for every dollar donated, MobCon 2013 will match those donations. In addition, Genesys Works will provide talented youth to assist with identifying next generation session topics for MobCon 2013.

MobCon 2013 is dedicated to working with non-profit organizations and assisting them with their goals of success, growth and making a difference in our society. MobCon 2013 will be held at the Hilton Minneapolis. Tickets can be purchased and donations can be made at <http://mobcon.eventbrite.com>.

About MobCon 2013: MobCon 2013 is the annual two-day premier mobile conference for executive, IT and mobile strategy business professionals to learn and share ideas on how organizations are using mobile to reach customers and get ahead of their competition. Learn more at <http://mobcon.com>.