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**Augeo Partners with the University of Minnesota for Luminaries  
Speakers Series**  
**The 2018 Luminaries Speakers Series takes place October 10<sup>th</sup> and will feature  
Craig Kielburger, co-founder of WE**

**ST. PAUL, Minn.** — (October 10, 2018) — Augeo, a longstanding leader in customer, member and employee engagement solutions, is once again partnering with the Carlson School of Management at the University of Minnesota to host the Luminaries Speakers Series.

The Luminaries Speaker Series showcases prominent global leaders at the forefront of disruptive innovation in a broad range of industry, nonprofit and public-sector fields and is designed to inspire and engage insightful debate.

This year, the Luminaries Speakers Series will feature Craig Kielburger, co-founder of [WE](#), a family of organizations that makes doing good, doable. Kielburger will speak to his experience as a humanitarian, activist and social entrepreneur at noon on Wednesday, October 10<sup>th</sup> at the Carlson School of Management's 3M Auditorium.

"We are very proud to present the Luminaries Speaker Series for the third year in conjunction with the Carlson School of Management at the University of Minnesota," said Augeo CEO, David Kristal. "Our company continues to rapidly grow because we share a passion for innovative thinking. Craig Kielburger is definitely changing the way we organize around pro-social causes and his innovative thinking is another example of how a great idea when combined with meticulous execution can help change the world."

The Luminaries Speaker Series is hosted in conjunction with the Carlson School of Management at the University of Minnesota. The series is free, attracting attendees from a wide variety of backgrounds, industries and vocations. Past Luminaries speakers have included Antonio Gracias, founder of Valor Equity Partners who serves as a board member of Tesla, Inc. and trustee of the Aspen Institute.

"Augeo's products center around helping clients engage with customers, employees or members on a very human level," said Erik Sorenson, Augeo's Chief Product Officer. "We are finding that in addition to the customary motivators like points or perks, the opportunity to support a charitable cause has become increasingly popular. Today, "meaning" matters as a motivator."

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**About Augeo**

Augeo is a North American leader in engagement, loyalty and incentive platforms with a focus on developing new solutions and innovative technology for clients, partners, merchants and consumers. Augeo operates business units in consumer and customer loyalty, employee recognition, membership benefit solutions and digital agency services. Augeo serves both domestic and international programs and currently supports over 55 countries in 8 languages. Headquartered in St. Paul, MN, Augeo also has offices in the metropolitan areas of Chicago, New York, Atlanta, Nashville and Phoenix. For more information, visit [www.augeomarketing.com](http://www.augeomarketing.com).