



September 2007

### **C.U.R.E Company Spotlight: Creative Business Resources in Arizona**

The C.U.R.E. Companies program connects small to medium sized local businesses with opportunities to deliver health and hope to the world through Project C.U.R.E.

Through various levels of sponsorship, companies can invest in the delivery of pallets and containers of medical relief to hospitals and clinics in the poorest regions of the world. Along with promotional benefits, each company will receive an ROI of more than 20%. As a result, hundreds of lives will be saved, and the health of thousands will be improved.



Creative Business Resources (CBR) became a C.U.R.E. Company in December 2006. The company provides Human Resources Outsourcing to small and medium-sized businesses in Phoenix, AZ and the greater Southwest.

Michael Tope (Founder) and Aaron Witsoe (President) have an incredible passion for giving back to the community. This creates an unbelievable amount of enthusiasm amongst their team at Creative Business Resources. We have several business leaders who have signed up as C.U.R.E. Companies to sponsor Project C.U.R.E. on a monthly basis, but no other company in Arizona has done a better job of rallying their team behind the cause.

Shortly after signing up as a C.U.R.E. Company, their entire team came down to Project C.U.R.E. to volunteer their time to pack up medical supplies for those in desperate need. In one afternoon they packed 156 boxes of medical supplies with an estimated wholesale value of over \$75,000.

"I cannot thank Michael Tope and Aaron Witsoe enough for their support of Project C.U.R.E. Arizona," said Jason Corley, Executive Director. "This world would be a much better place with a few more businessmen like them--community leaders who are not only willing to donate their funds to a worthy cause, but are also willing to lead their team in doing the hard work necessary to help those in need."

Check out what their website says on their community page about Project C.U.R.E.:  
[www.cbri.com/community.php](http://www.cbri.com/community.php)

**For more information on corporate C.U.R.E. Companies, please contact Claire Cunningham at 303-792-0729 or [clairecunningham@projectcure.org](mailto:clairecunningham@projectcure.org).**