



## **“Commencement” of the Jim Piccolo Humanitarian Award March 13, 2010**

Jim Piccolo to receive the Humanitarian Award - named in his honor!

Starlight Children's Foundation™ Arizona honors extraordinary community members for their exceptional commitments to the mission of Starlight Children's Foundation.

The award, one of the highest honors presented, pays tribute to outstanding individuals – both nationally and community-based - who have demonstrated extreme dedication to “brightening the lives of” seriously ill children and their families through their work and philanthropic efforts.

Jim Piccolo is a living testament to a self-made man whom, as an optimist, strongly exudes resilience, service to mankind, personal responsibility, and faith in humanity.

Along with Starlight, Mr. Piccolo is committed to helping families face, fight and cope with life-threatening childhood illnesses—struggles that often include traumatic emergency hospitalizations, painful treatments, mounting medical bills, abandoned jobs, stressed marriages, neglected children, and strained friendships. In the midst of an often harsh, unforgiving world, Starlight and Jim Piccolo help families of seriously ill children to muster up strength, courage and optimism to discover joy in each other and to celebrate the gift of another day.

Jim Piccolo is passionate about inspiring others to take action each day to help brighten the lives of seriously ill children and their loved ones – illustrating that no matter how seemingly trivial or large the action, the positive ramifications can create a ripple effect.

"This touches my heart and the very depths of my soul," said Jim Piccolo. "I'm humbled to have received such prestigious recognition, but I would like to accept this award on behalf of all of the Starlight families who are facing catastrophic challenges, for they are the first ones to 'gift' a smile and words of encouragement, and always selflessly offer a helping hand to others. I am inspired by their humanity."

Jim Piccolo, known for his vision, has the uncanny ability to recognize market opportunities and act on them quickly to create thriving businesses. In the last few years alone, Piccolo has created more than a dozen companies in which he maintains significant ownership interest. Unlike other entrepreneurs whose businesses create wealth

only for themselves, Piccolo's brainchild, Nouveau Riche, offers others the opportunity to create wealth through its unique real estate investment curriculum as well as its generous marketing approach.

"With wealth comes responsibility," says Piccolo. Jim Piccolo, a master orator, encourages others to dream. "It is important to dream. Not only about the things we want and the person we want to become, but about the things we can do to positively impact others." Jim Piccolo is a strong believer in supporting others and "paying it forward."

In 2007, Piccolo formed a charitable foundation, The Frank Edward Piccolo Foundation, named for his father who passed away in 1987 after a brief battle with cancer. The foundation supports many children's charities, such as The Rock, Judi's House, Starlight Children's Foundation, Help4Kidz, Help4Teenz, and other local charities and food banks. Piccolo's goal, simply stated, is to make a positive impact on our youth in order to make a positive impact on our future