

FOR IMMEDIATE RELEASE

Nominate Your Compassionate Employer

Kaukauna, Wisconsin (November 1, 2016) – Community Benefit Tree Inc. (CBT) and New North B2B magazine have selected winners for the third annual Compassionate Employer Award to be presented at the LIFE Celebration event at the Grand Meridian on November 15th 2016 at 8:00p.m.. More information is available at www.communitybenefittree.org.

Employees and their families who have received exceptional support from an employer in northeast Wisconsin may nominate that employer for the award.

The award was established in 2014 to inspire and encourage organizations to review their current policies regarding employee outreach and support in the workplace during a medical crisis.

Employer support and sensitivity during such a crisis can increase employee engagement and retention, noted Heidi Frederickson, Executive Director of Community Benefit Tree. She has heard various stories about employer attitudes during an employee's medical struggle. Some show clearly there are employers with extraordinary high levels of compassion, care, empathy and generosity. The Compassionate Employer Award is designed to recognize them.

During its first two years, the Compassionate Employer Awards have recognized Hand to Shoulder Center in Appleton, Neenah Police Department and Basset Mechanical in Kaukauna. For 2016, CBT and B2B magazine are pleased to announce this year's Compassionate Employer winner in the large employer category St. Paul Elder Services-Kaukauna and the small employer category Matthews Tire- W. College Ave, Appleton. We encourage you to hear their AMAZING stories and how they can inspire other employers to support their employees.

Community Benefit Tree's mission is to celebrate people's lives and support during a medical crisis by helping family, friends, or co-workers plan a one-day Celebration of Support event that raises funds for living and medical expenses. The event is designed also to demonstrate the broad support friends and the community often provide for the individual or family.

Community Benefit Tree Inc. is a 501(c)3 nonprofit organization governed by Christian values. In addition to Celebrations of Support, CBT provides education, support, resources and financial assistance for families struggling with a medical crisis. The organization marked its 12-year anniversary and has helped more than 550 individuals and families raise over 4.5 million.

If you would like to do a story about the award or about Community Benefit Tree, please contact:

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