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**PROJECT CURE & NOKERO ANNOUNCE “LIGHT FOR LIFE” CAMPAIGN TO BRING HEALTHY, SAFE SOLAR LIGHT TO THOSE IN NEED**

*-- High-res video, images available at [www.nokero.com/mediadownloads](http://www.nokero.com/mediadownloads)*

**Denver, CO** (Nov. 18, 2010) — Nokero and Project C.U.R.E. today announced the “Light for Life” campaign, a project designed to provide safe, solar light to people throughout the developing world who live in dangerous, highly-polluted conditions.

Billions of people rely on kerosene, diesel, and other fossil fuels for light, creating indoor air pollution and unsafe conditions. Inhaling fumes from a kerosene lamp can be equivalent to smoking 40 cigarettes a day, and more than 1.5 million people die each year from causes related to indoor air pollution. An additional 1 million die each year in fires related to lighting implements.

Nokero is the world’s only solar light bulb company, and it offers a safe, pollution-free replacement for kerosene lanterns. Project C.U.R.E. is the world’s largest provider of donated medical supplies and equipment to developing countries.

Together, the two Denver-based groups are forming the “Light for Life” campaign. The campaign will allow Nokero, and Nokero customers, to donate solar bulbs directly, or buy/give bulbs to Project C.U.R.E. in quantities of their choosing.

“We’re thrilled to partner with Nokero on this project and I’m confident that thousands of lives will be saved, enriched and brighter as a result,” said Dr. Douglas Jackson, President and CEO of Project C.U.R.E.

Once donated, the bulbs will be distributed to families living in resource poor environments through Project C.U.R.E.’s newest program, C.U.R.E. Kit for Kids, which aims to provide shoebox-sized “medicine chests” of everyday home healthcare supplies.

Nokero is offering customers a discount on both donated and purchased bulbs. Those who choose to buy/give Nokero can visit [www.nokero.com/buygive](http://www.nokero.com/buygive) and purchase a bulb (or bulbs) for themselves and simultaneously donate a bulb (or bulbs) to Project C.U.R.E.

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Following the purchase, Nokero will then send the donated bulbs, plus a portion of the proceeds, directly to Project C.U.R.E. where they will be packaged alongside other desperately-needed medical supplies and equipment and distributed to people in need throughout the more than 120 countries the organization works in.

Nokero has also kick started the process by donating over 100 bulbs directly to the effort.

“It’s not a problem most people know about, but to the billions of people out there who know how dangerous and polluting kerosene can be, it’s a very real problem,” said Nokero founder and social entrepreneur Steve Katsaros. “I have no doubt this project will save lives.”

For more on the “Lights for Life” campaign visit [www.nokero.com](http://www.nokero.com) or [www.projectcure.org](http://www.projectcure.org).

### **About Project C.U.R.E.**

Project C.U.R.E.’s mission is to identify, solicit, collect, sort and deliver medical supplies and services according to the imperative needs of the world. Founded in 1987, the non-profit humanitarian relief organization contributes to sustainable healthcare infrastructure in developing nations by providing donated medical supplies and services to medical professionals and the patients under their care.

The group is currently the world’s largest distributor of donated medical supplies and equipment to developing nations, delivering on average two 40-ft. cargo containers of medical relief every week, and having worked in more than 120 countries worldwide.

Project C.U.R.E. is headquartered in Centennial, Colo with distribution centers located in Centennial, Colo.; Phoenix, Ariz.; Nashville, Tenn.; and Houston, Texas. Project C.U.R.E. collection centers are located in Albuquerque, N.M.; Austin, Texas; Grand Junction, Colo.; Harrisburg, Pa.; Ithaca, N.Y.; Las Cruces, N.M.; Lexington, Ky.; Portland, Ore.; Sarasota, Fla.; and Tampa, Fla.

### **About Project C.U.R.E.’s Kit for Kids program**

C.U.R.E. KIT FOR KIDS is a program through which community groups, students, and families can help Project C.U.R.E. in its mission of “Delivering Health and Hope to the World.” An exciting, educational and hands-on project, individuals and groups can get involved with C.U.R.E. KIT FOR KIDS through collecting and purchasing supplies, packing boxes and fundraising for their delivery.

### **About Nokero**

Founded by American inventor Steve Katsaros, Nokero International Ltd. is creating a long lasting business network that can serve communities with solar lighting products that empower the people who use them.

Nokero’s Denver, CO, USA office generates new advances solar LED design and technology, and



also develops business, marketing, and public relations strategies for the company as a whole.

The Hong Kong office compliments these efforts with its decades'-long experience in the consumer products trade, to help bring the Nokero N100 bulb to market in the most efficient and reliable possible manner. The company is creating a sustainable, long-lasting network that can serve communities over the long term with products that empower the people who use them.

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