

Sure Payment Solutions Fantasy Football Title to Benefit ALS Association

Written by Australian Business

(PRLEAP.COM) New York, N.Y. - Sure Payment Solutions, the New York City-based business services and small business finance company, said today that they will once again donate all of the proceeds of their winnings in the 2013 Merchant Cash Advance Fantasy Football League (MCA) to the ALS Association (amyotrophic lateral sclerosis) should they repeat as league champions. The league, which originally started as a friendly league among a few friends and partners in the small business services industry, has since morphed into a "League with a cause" with each franchise owner anteing up a considerable entry fee in a winner takes all battle for their favorite charity.

Paul Giuffrida, managing partner at Sure Payment Solutions, has been involved with the ALS Association since he was a teenager and has special reasons for choosing to play for ALS. Giuffrida lost his grandmother to ALS when he was 17 years old. "When I found out that we would be playing for charity I immediately wanted to play for the ALS Association," said Giuffrida. "They do such wonderful work and I know firsthand just how devastating this disease can be."

Paul became even more aware of the overwhelming consequences of ALS, better known as Lou Gehrig's disease, when his uncle and namesake died this past October at the age of 54 after fighting a five year battle against ALS. "I will never forget when I told my aunt that we won our league and that we would be making a donation to the ALS Association in my uncle's honor," commented Giuffrida while speaking about winning the 2012 MCA. "She looked at me, unable to speak, gave me a hug and cried in my arms."

Outside of the MCA Fantasy Football League and their support for the ALS Association, Sure Payment Solutions focuses all of its energies on providing affordable working capital programs and other financial services for small businesses. "We strive to be a one-stop shop for a small business owner's financial needs," says Sure Payment Solutions managing partner Anthony Giuliano. "We'll help you set up your payment processing, make sure your credit stays strong, and make sure you have the money in your pocket to grow your business."

Now in its 4th year, Sure Payment Solutions specializes in [business funding](#) and lines of credit, merchant cash advances, unsecured small business loans and accounts receivable factoring. They also provide a number of other financial services including credit card processing and credit repair.

The entire team at Sure Payment Solutions certainly seems to be focused and looking ahead for both its clients and their favorite charity. "As the world shifts to a more technological and data driven approach, we are attempting to incorporate new technologies without losing the

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human element; the human touch," said Giuffrida. By donating the prize money from their 2012 MCA Fantasy Football League Championship to the ALS Association, and hoping to repeat their title and financial gesture in 2013, the human touch would seem to be the favorite play in the Sure Payment Solutions playbook.

About Sure Payment Solutions: Sure Payment Solutions is a NYC based small business finance and services company. They help businesses around the country save money and secure affordable financing as well as provide financial services such as credit card processing, small business loans and credit repair.

For more information about Sure Payment Solutions call 212-256-1509 or visit their website.