

**FOR IMMEDIATE RELEASE:**

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**BBB Now Accepting Entries for  
Second Annual *Torch Awards for  
Ethics***

*Better Business Bureau (BBB) serving the San Francisco Bay Area and Northern Coastal California is accepting submissions through April 6, 2018*

BBB invites for-profit businesses to apply for the regional 2018 [Torch Awards for Ethics](#) competition. The *Torch Awards for Ethics* competition was created to honor companies that are committed to trust and marketplace ethics. The award embodies Better Business Bureau's mission to be the leader in advancing marketplace trust.

Any for-profit business headquartered in BBB's 13-county service area that has been in business for at least three years and is not a previous *Torch Awards* winner can enter the 2018 *Torch Awards* competition. The business does not have to be BBB Accredited, but it must be in good standing with BBB and have at least a "B" rating to be considered for the award. More information about eligibility requirements can be found [here](#).

Candidates will be evaluated by a panel of judges from the local business, media, and academic communities. Businesses will be judged on these six categories:

- Leadership Commitment to Ethical Practices
- Communication of Ethical Practices
- Leadership Practices to Unify the Organization
- Organizational Commitment to Performance Management Practices
- Organizational Commitment to Ethical Human Resource Practices
- Organizational Commitment to the Community

Applying for the 2018 *Torch Awards for Ethics* is free, and the online [application process](#) is easy to navigate. You can also [nominate](#) a trustworthy business online!

The winners of the 2018 *Torch Awards* have the unique

opportunity to receive widespread public recognition for their commitment to, and excellence in, ethical business practices. BBB *Torch Awards* winners receive the following recognition:

- Inclusion in a press release announcing winners
- Announcements made on BBB's 6+ active social media channels
- Lifetime use of the BBB *Torch Awards* Seal (as long as a "B" BBB rating is maintained)
- *Torch Awards* trophy presentation and office visit by BBB
- Professional quality photos and videos taken by BBB
- Inclusion in an exclusive 2018 winner's video
- Website recognition
- Perpetual placement on the *Torch Awards* winners page (as long as a "B" BBB rating is maintained)
- Qualification to enter the 2018 [\*International Torch Awards for Ethics\*](#)

The exemplary winners of the 2017 *Torch Awards* included [The Kastrop Group](#), [Wedge Roofing](#), and [Escrow.com](#). You can see the list of past winners and watch the 2017 winner's video [here](#).

To apply for the regional 2018 *Torch Awards for Ethics*, learn more about the competition, or nominate a business, visit [go.bbb.org/sf-torchawards](http://go.bbb.org/sf-torchawards). Applications are open now until Friday, April 6, 2018 at 5 pm PST. Good luck!

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**MEDIA RESOURCES:** *For a BBB overview, further contact information, information on press releases, media tools, our 2018 media calendar and examples of BBB in the news, please use our [media kit](#).*

**ABOUT BBB:** *For more than 100 years, Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2016, people turned to BBB more than 167 million times for BBB Business Profiles on more than 5.2 million businesses and Charity Reports on 11,000 charities, all available for free at [bbb.org](http://bbb.org). There are local, independent BBBs across the United States, Canada and Mexico, including BBB Serving the San Francisco Bay Area and Northern Coastal California, which was founded in 1927 and serves 13 counties.*