



Start With Trust[®]

Press Release Template

Congratulations on your recent BBB Accreditation. Now is the time to let your current and potential customers know you're a trustworthy organization. Use this template to build a press release and spread the word your organization meets your BBB's Standards For Trust. You can customize and maximize exposure of your business by:

- Adding it to your Web site
- Posting it to Facebook
- Tweeting it on Twitter
- E-mailing it to your clients
- Distributing it to the media

You can visit www.dayton.bbb.org and log into the Accredited Business only page to download the template as a Word document to edit. For more information, please contact Sheri Sword, VP of Communications, at (937) 222-1534, ext. 2277 or by e-mail at ssword@dayton.bbb.org.

[Your Company Name] Earns BBB Accreditation [Your Company Name] is Committed to BBB's Standards of Trust

This week, *[Your Company Name]* announced its recent Accreditation by your Better Business Bureau of Dayton/Miami Valley, Inc. As a BBB Accredited Business, *[Your Company Name]* is dedicated to promoting trust in the marketplace. Its Accreditation will help people understand who the organization is and the core values it believes in. You can check out *[Your Company Name]*'s BBB reliability report by visiting www.bbb.org or calling (937) 222-5825 or (800) 776-5301.

John North, BBB president and CEO, says "BBB Accreditation is an honor. It's voluntary and Accredited Businesses must meet and maintain your BBB's Standards of Trust, a comprehensive set of policies, procedures and best practices representing trustworthiness in the marketplace. The standards call for building trust, embodying integrity, advertising honestly and telling the truth, being transparent, honoring promises, being responsive and safeguarding privacy."

He continues, "Businesses that meet your BBB's high standards are invited to apply for Accreditation. Applicants undergo a review process and ultimate approval by your BBB's Board of Directors. According to Princeton Research, seven in ten consumers say they are more likely to buy from a company designated as a BBB Accredited Business."

"We are proud to have met your BBB's high standards and we're excited to be part of an organization that exists so consumers and businesses alike have an unbiased source to guide them on matters of trust," said *[business owner]*. "We value building trust with our customers and our Accreditation gives our customers confidence in our commitment to maintaining high ethical standards of conduct."

[Business owner] continues, "Our Accreditation signifies our commitment to customer service, reliability and trust. For any organization to excel in today's environment, it's critical it be fully committed to excellence. Our acknowledgement by your BBB aligns with and supports our efforts of providing superior service in the marketplace."

About *[Your Company Name]*

(Add information about your business here)

About Your BBB Serving Dayton and the Miami Valley

Your BBB, the leader in advancing marketplace trust, is an unbiased nonprofit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB Accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. Your BBB provides objective advice, free business BBB Reliability Reports[™] and charity BBB Wise Giving Reports[™], and educational information on topics affecting marketplace trust. To further promote trust, your BBB also offers complaint and dispute resolution support for consumers and businesses when there is difference in viewpoints. The first BBB was founded in 1912. Today, 125 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than four million local and national businesses and charities. Please visit www.bbb.org for more information about your BBB.