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**FOR IMMEDIATE RELEASE**

**Who Can You Trust? The Better Business Bureau of NH wants to know and is looking for this year's shining stars**

September 13, 2007 - Concord, NH – Trust... a concept infused with faith, belief and hope. The Better Business Bureau Torch Award for Marketplace Ethics represents that trust, inherent in all the companies nominated for the honor. The Torch is a symbol of a company's commitment to high ethical standards and is awarded to those who dedicate themselves to the principles and values that build credibility, reliance and confidence among their consumers. Anyone can build a widget. It's whether there is trust in the company behind it, belief in their values and good feelings about how they operate, that really matters to most consumers. This year's nominations are being accepted for small, medium and large companies that are dedicated to upholding these principles. The selected winners will be announced at the annual BBB Torch Awards Luncheon, at C.R. Sparks in Bedford, NH on Thursday, November 1, 2007 with Bert Jacobs, CEO of Life is good providing an exciting and inspiring keynote address.

The Torch's prestige was not lost on the President of the Bedford Village Inn, and past recipient, Jack Carnevale. When asked about the award he said, "I can think of no higher distinction in the business community than to be selected for the Torch Award. The fact that being nominated by a group of your peers, then ultimately selected by the Board of The Better Business Bureau underscores the commitment The Bedford Village Inn has made during the 20 plus years in business to operate with the highest ethical and moral standards with the support of the entire staff." The sustained success of companies like the Bedford Village Inn is a testament to the longevity that high ethical standards can bestow.

The Torch is not only a hallmark of honor, but a tangible business tool, representing a company's commitment to best practices. The effect of winning the award was expressed by

another past winner, Brian Longo, owner of C. A. Hoitt Furniture in Manchester, NH who said, "Having the Torch on display has really affected our business and generated great customer interest by positively impacting consumer confidence. We are pleased and fortunate to have received the award and to be a BBB member." Mr. Longo's sentiment emphasizes the benefits of winning a recognizable symbol of their dedication to high ethical standards. It is their belief that The Torch, displayed proudly in their place of business, provides a symbol of assurance that helps customers feel certain they are shopping with a trusted source.

The Torch Award for Marketplace Ethics is open to all for-profit American businesses that serve retail and wholesale markets in New Hampshire. Any individual may nominate a company he or she works for, owns, is affiliated with, or any company the individual feels meets the Torch Award criteria. Companies do not need to be Better Business Bureau members to be nominated, however they do need to be in good standing with the BBB of NH. Everything from a company's commitment to social responsibility, excellent customer service policies and ethical business practices, to their honesty, integrity and trustworthiness should be considered during nomination.

Nominations are due by September 28, 2007. To nominate a business for this year's Torch Award for Marketplace Ethics please visit the Better Business Bureau of NH Torch Awards website at [www.bbbtorchawards.org](http://www.bbbtorchawards.org). For more information please contact BBB of NH at [info@bbbnh.org](mailto:info@bbbnh.org) or call 603.224.1991.

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