

FOR IMMEDIATE RELEASE

Just One Thing (JOT) Campaign Invites Businesses and Nonprofits to Share Sustainability Success Stories

Concord, New Hampshire, September 9, 2024— New Hampshire Businesses for Social Responsibility (NHBSR) is excited to announce that Just One Thing (JOT) is in full swing, inviting businesses and nonprofits to share their simple sustainability stories where action has created impact. NHBSR recognizes the power of these narratives to inspire positive change and seeks to showcase and celebrate the efforts of companies committed to making a difference in the environment, their community, and their workplace.

The JOT Campaign encourages businesses of all sizes and industries to participate. Whether it's a story of reducing carbon footprint, engaging in community initiatives, or creating a more welcoming workplace, NHBSR wants to hear and share these stories with a broader audience.

Why Share Your Story?

Sustainability stories have the potential to inspire action and on a larger scale. By sharing these tales of positive change, businesses can:

1. **Inspire Others:** Your story can motivate others in the business world to take meaningful steps towards sustainability.
2. **Recognition:** Selected stories will be highlighted as JOT Finalists and featured at the celebrated Sustainability Slam, a dynamic event where finalists present their stories to a live audience of engaged business leaders.
3. **Community Impact:** Sharing your success story can also have a positive impact on the communities and environments in which you operate, setting an example for responsible business practices.

How to Participate:

Participating in the JOT Campaign is simple:

1. **Submit Your Story:** Visit our website www.nhbsr.org/jot and share your sustainability success story.
2. **Become a JOT Finalist:** Exceptional stories will have the opportunity to become JOT Finalists and present their narratives at the Just One Thing Sustainability Slam in November.
3. **Audience Participation:** The audience at the Sustainability Slam will vote in real-time to select the night's winners, adding an interactive element to the campaign.

Categories Include:

- Community (Large Company & Small Company)
- Workplace (Large Company & Small Company)
- Environment (Large Company & Small Company)
- Nonprofit

No Limit on Entries: This campaign is open to regional businesses, nonprofits, organizations, and individuals. Participants can enter multiple times in multiple categories with different stories.

Important Deadline: To be considered for the upcoming Sustainability Slam in November, make sure to submit your story by September 22, 2024.

More Information: <https://nhbsr.org/JOT>

NHBSR is dedicated to sharing and celebrating stories of sustainability impact. It aims to inspire businesses, organizations, and individuals to take action for a better, more sustainable future.



ABOUT NHBSR

New Hampshire Businesses for Social Responsibility (NHBSR) convenes, inspires, and supports businesses and their community stakeholders to improve our workplaces, our communities and the environment. NHBSR is a statewide membership organization providing educational, networking, and promotional opportunities to encourage sustainable business. Membership includes a wide range of companies, nonprofits, and individuals at various stages of implementation, from those just getting started to leaders in sustainability.

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Note to Editors: High-resolution images and additional information are available upon request.