

Top Businesses and Nonprofit Leader to be Honored Nationally by Better Business Bureau

BBB International Torch Awards to recognize Verizon, Villa Springfield and Consumers Union's James A. Guest for contributions to building marketplace trust

Arlington, VA (November 16, 2009) – Two top businesses and a nonprofit leader will be honored at the 2010 BBB International Torch Awards ceremony on April 20, 2010 at the Andrew W. Mellon Auditorium in Washington, DC. The International Torch Awards are given by the Council of Better Business Bureaus to recognize businesses and executives exhibiting integrity in the marketplace and exemplary dedication to fostering trust between businesses and consumers.

Verizon based in New York and Villa Springfield Health and Rehabilitation Center located in Springfield, OH – will receive the BBB International Torch Awards for Marketplace Excellence, which recognizes superior commitment to exceptional standards that benefit customers, employees, suppliers, shareholders and surrounding communities. Three businesses -Allsup (Belleville, IL), Integrated Project Management Company, Inc. (Burr Ridge, IL) and Marrokal Construction (San Diego, CA) - were named Finalist in the Marketplace Excellence competition.

“Every day more than 100 million people connect using a Verizon network. The company’s investments in broadband and wireless technologies are providing a platform for economic growth across America as well as new ways to address big social issues like health care and the environment,” said Steve Cox, President and CEO of the Council of Better Business Bureaus. “Verizon’s business model is based on the core beliefs - integrity, respect, performance excellence and accountability – to guide every aspect of its operation.” Cox also cites that Verizon has built an incredible level of trust with their shareholders, customers, suppliers and employees, as well as communities around the world.

“Villa Springfield is a 110 bed health care facility that practices ethics 24 hours a day, 7 days a week,” said Cox. ‘Family serving families’ is what Villa Springfield is all about. Their commitment to integrity is exhibited by how they treat the residents and their families, and their employees. Every member of its staff plays an important role in quality care, a role that begins and ends with impeccable customer service.”

The BBB International Torch Award for Consumer Leadership is going to James A. Guest, president and chief executive officer of Consumers Union. “Mr. Guest has served many years as an exemplary leader, fighting for the consumer’s right to know about, and be protected from, unsafe and misleading products. He has charted an amazing course and built a legacy of extensive contributions to trust in the marketplace through a career dedicated to consumer advocacy, protection and education,” said Cox.

The BBB International Torch Awards Gala will be held on April 20, 2010 at the Andrew W. Mellon Auditorium in downtown Washington, DC. David Plouffe, the political strategist largely credited with building the online community that catapulted Barack Obama's successful presidential campaign will serve as the guest speaker.

Presented annually since 1996, the BBB International Torch Awards recognize companies and individuals in North America that maintain outstanding dedication to upholding ethical business standards and promoting trust in the marketplace. BBB Torch Awards are awarded locally by more than 80 BBBs across the U.S. and Canada and on the international stage by the Council of Better Business Bureaus – the national organization representing the BBB system. Please visit www.bbb.org/international-torch-awards for more information.