



News Release

BBB Serving North Central Texas

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**BBB Serving North Central Texas Calling for
Applications for its Torch Award for Ethics in 2020
Recognizing Exemplary Businesses during a Time of
Crisis**

Dallas, Texas, August 24, 2020 – Better Business Bureau Serving North Central Texas is now accepting [applications](#) for its annual Torch Awards for Ethics Competition. This competition is open to businesses and non-profit organizations in the [29 county service area](#) of BBB|NCTX. Businesses need not be accredited with Better Business Bureau to participate or win. All businesses that operate ethically and value customer service and community engagement are encouraged to submit applications. It is free to enter. Winners are featured on BBB's website and social media platforms and provided a winners' logo for display in marketing and advertising materials. Anyone may also nominate a deserving business, in the area around Dallas and Wichita Falls, by emailing a contact name, address, phone and email address for the business to communications@nctx.bbb.org.

The award was created by the BBB Institute for Marketplace Trust, the educational foundation of the Council of Better Business Bureaus, in 1996. For over 20 years, the local Torch Awards have recognized and celebrated businesses and non-profit organizations that demonstrate a commitment to ethical practices and social responsibility in corporate leadership, communications, and management. During the COVID-19 pandemic, Better Business Bureau has seen valiant and impressive efforts on the part of several local businesses to support and protect the community. BBB encourages all applicants and nominators to detail any special efforts made to adapt during this crisis.

The award is offered locally throughout North America, by individual BBB offices. Local winners who operate for-profit businesses go on to compete for the prestigious International Torch Award, presented by the Council of Better Business Bureaus.

"We seek to honor businesses in our service area that deeply care about honesty and transparency and strive to exemplify a higher standard," said Jay Newman, President and C.E.O of BBB|NCTX. [Past winners](#) and information [about application criteria](#) are available online for the [Dallas](#) competition and the [Wichita Falls](#) area competition on BBB's website.

The entry deadline for the Dallas competition is October 2, 2020. Winners will be announced at a virtual prize ceremony in early November 2020. For more information about the Torch Awards, you may contact BBB|NCTX at (214) 220-2000.

ABOUT BBB: *For 100 years, Better Business Bureau Serving North Central Texas has been helping people throughout the Dallas and Wichita Falls areas find businesses and brands they can trust. Our two offices serve nearly 7,000 accredited businesses in 29 counties. Each year, people turn to BBB | NCTX nearly 10 million times for BBB Business Profiles on North Central Texas businesses, information about advertising and trade practice investigations, to request a quote for service, dispute resolution services and more. For more information visit www.bbb.org/north-central-texas.*