



FOR IMMEDIATE RELEASE

**Thinkbaby Thinksport Honored as ‘Best for Community’,  
Creating Most Overall Positive Community Impact**

**Joins 113 Companies From 21 Countries and 46 Industries to  
Set Gold Standard and Challenge All Businesses to Measure and Manage  
Impact**

**236 Companies Honored as ‘Best for the World’, Best for the Environment’,  
and ‘Best for Workers’**

April 14, 2015 – Austin, Texas

Today, Thinkbaby Thinksport was recognized for creating the most positive overall community impact by the nonprofit B Lab with the release of the fourth annual ‘B Corp Best for Community’ list. The ‘B Corp Best for Community’ list honors businesses that earned a community score in the top 10% of more than 1,200 Certified B Corporations from over 120 industries on the B Impact Assessment, a rigorous and comprehensive assessment of a company's impact on its workers, community, and the environment. Honorees were recognized among micro, small, and mid-sized businesses around the globe.

The B Corp ‘Best for Community’ list sets the gold standard for high impact companies and demonstrates any type of company can use business as a force for good. It is part of the ‘Best for the World’ series, which has inspired the Best for NYC campaign, the first municipal public-private impact partnership in the world to support businesses to create more high quality jobs and improve the quality of life in local neighborhoods, all while strengthening their bottom-line.

“Receiving such an acknowledgment and being included in such formidable and esteemed company is greatly motivating,” said Kevin Brodwick, founder of Thinkbaby Thinksport. “That said, a consciousness for our community has always been one of our fundamental values. From focusing on safe and sustainable materials, to fiercely opposing animal testing, to enacting our charitable arm, ThinkSocial, we strive to promote those principles.” Thinkbaby and Thinksport received B Corp certification in December 2014.



Additional 2015 Best For Community Honorees include **Roshan**, Afghanistan’s leading telecommunications company, California’s **Beneficial State Bank** an innovative, triple-bottom line, community development financial institution and provider of the B Corp Credit Card, **Echale a Tu Casa**, a social housing production company in Mexico and Oregon’s **A to Z Wineworks** . The 114 ‘Best for Community’ companies come from 46 different industries such as manufacturing, financial services and engineering. 39% of honorees are based outside the US, with companies operating in emerging markets such as Afghanistan, Kenya, Vietnam, and Brazil. **(Full list at [bestfortheworld.bcorporation.net](http://bestfortheworld.bcorporation.net))**

“Today’s honorees inspire all companies to compete not only to be best in the world, but best for the world. We hope many will take the first step by using the B Impact Assessment to measure and manage their impact with as much rigor as their profit,” said Jay Coen Gilbert, Co-Founder of B Lab, the nonprofit organization that certifies B Corporations and governs the independent third party standard used to generate the comparable assessment of corporate impact.

B Lab simultaneously released separate lists recognizing the companies ‘Best for the World’ (overall impact), ‘Best for the Environment’ (environmental impact), and ‘Best for Workers’ (employee impact) which can be found at [bestfortheworld.bcorporation.net](http://bestfortheworld.bcorporation.net). A total of 350 companies were named 2015 Best For the World Honorees, including **Natura, d.light designs, Cooperative Home Care Associates, New Belgium Brewery, and King Arthur Flour**. The 2015 Best for the World Honorees represent nearly one-third of all B Corps, displaying a wide range of excellence throughout the community.

Each honored company is a Certified B Corporation. These companies use the power of business to solve social and environmental problems and have met rigorous standards of social and environmental performance, accountability, and transparency. Today there are over 1,200 Certified B Corporations, across 121 industries and 38 countries, unified by one common goal: to redefine success in business. Any company can measure and manage social and environmental performance at [bimpactassessment.net](http://bimpactassessment.net).

\*\*\*\*

**About Thinkbaby and Thinksport**



Thinkbaby Thinksport's founder, Kevin Brodwick, brought his interest in health and preventative medicine and his background in biotechnology together to form a company whose sole purpose is to create alternative products for babies, children, adults, and athletes alike. With a team of physicians and scientists focused on the latest biological and chemical sciences, Thinkbaby Thinksport continues to lead in the usage of safe, non-toxic materials for consumer goods.

For more information, visit [gothinkbaby.com](http://gothinkbaby.com), [gothinksport.com](http://gothinksport.com), [twitter.com/thinkbaby\\_sport](https://twitter.com/thinkbaby_sport), [facebook.com/thinkbaby.thinksport](https://facebook.com/thinkbaby.thinksport), and [instagram.com/thinkbabythinksport](https://instagram.com/thinkbabythinksport).

### **About B Lab**

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform.

For more information, visit [www.bcorporation.net](http://www.bcorporation.net).

### **CONTACT:**

Monika Kowalczyk, Thinkbaby Thinksport - [monika@gothinksport.com](mailto:monika@gothinksport.com)

Katie Kerr, B Lab - [katie@bcorporation.net](mailto:katie@bcorporation.net)