

PRESS RELEASE

For Immediate Release

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RecognizeGood® Announces the 11th Annual Ethics in Business & Community Awards Recipients

Austin, TX, May 2, 2013 – RecognizeGood announces the recipients for the **11th Annual Ethics in Business & Community Awards**. This award recognizes individuals and businesses in Central Texas who have been nominated by the community as exemplary ethical leaders demonstrating outstanding ethical practices and excellent business principles, including respect, fairness, honesty, justice, and sustainability.

Today at the 11th Annual Ethics in Business & Community Awards luncheon, held at the AT&T Conference Center in Austin, awards were given out in four categories: individual, nonprofit, small business and large business. Winners were Matt Kouri of Greenlights in the individual category, Impact Austin in the nonprofit category, Wag-A-Bag in the small business category and Texas Disposal Systems in the large business category.

Three finalists were chosen from each category. In the individual category, finalists were Mark Curry of Wells Fargo, Matt Kouri of Greenlights for Nonprofits Success, and Adrian Mertz of Austin Area Home Health Council. In the nonprofit category, finalists were Active Life, Grid Earth Project and Impact Austin. In the small business category, finalists were Home Therapy Austin, Square Cow Moovers and Wag-a-bag. Finally, in the large business category, finalists were Frost, IBM, and Texas Disposal Systems.

Nominations were solicited from May 2012 until January 2013. The nominees were vetted by the students of the College of Business at Concordia University Texas. Once the students had reviewed the initial applications, they narrowed the field of nominees to twelve finalists (3 per category). The students then began a rigorous, in-depth review of each finalist and presented their findings to an independent selection committee of business and community leaders, who voted on the actual award recipients. The selection committee is led by Don Christian, Dean of the College of Business at Concordia University Texas.

In addition to the four Ethics in Business & Community awards, the Anita & Earl Maxwell Lifetime Achievement Award was presented to Jerry Davis and Goodwill Industries of Central Texas. This award highlights one past award recipient that continues to exemplify ethical practices and makes Austin an ethically sound community. It is an opportunity to emphasize how a recipient has continued to demonstrate the five criteria of the Ethics in Business & Community guidelines, defined by the following motto: “Be respectful. Be fair. Be honest. Strive for justice. Embrace sustainability.”

Today's luncheon saw nearly 500 community and business leaders coming together to celebrate ethics in the Austin community. This year's Honorary Chairs were Bobby Jenkins, CEO ABC Home & Commercial Services and Earl Maxwell, CEO St. David's Foundation.

We gratefully acknowledge the support of our sponsors especially ABC Home & Commercial Services, TyRex Group Ltd, Robert & Patricia Ayres, Goodwill Industries of Central Texas, Anita & Earl Maxwell, SabereX Group, Ltd, Concordia University Texas, McCoy's and Texas Disposal Systems. For more information about the event please visit www.recognizegood.org.

Proceeds from this event benefit the Samaritan Counseling Center, a non-profit counseling center that provides professional counseling, integrative medicine and community education to prevent and treat abuse, teach healthy life skills, and strengthen families. The Center serves children and adults of all ages who are struggling with a variety of problems such as stress, depression, abuse and addiction. The Samaritan Center's Hope for Heroes program has received statewide recognition for helping service members and military families heal the emotional wounds of war and reintegrate back into our community. More information about the Center can be found at www.samaritan-center.org.

About RecognizeGood®

RecognizeGood intends to (1) illuminate and raise awareness about the good that surrounds our communities, hoping to encourage individuals to commit additional acts of kindness. (2) RecognizeGood promotes the importance of ethical behavior and practices in business and community. (3) RecognizeGood's long-term ambition is to connect business with community through advanced technology and training, resulting in a stronger, better partnership that includes employees who are themselves residents of the community.

Unlike other philanthropic endeavors, we do not target just one cause. Every month through our premier program, **RecognizeGood Legends**, we single out an ordinary, extraordinary individual whose selfless deeds inspire their peers and the community at large. Each RecognizeGood Legend receives a \$1000 pay-it forward donation in the name of their selected charity. By utilizing traditional and social media, we are able to shine a light, not only on these remarkable individuals, but also on their causes.

The Legends' sister program, **Say Thanks, Austin**, provides the Austin Community with an opportunity to share its gratitude for these noble individuals. With \$20,000 in total annual awards by RecognizeGood, the event was celebrated with over 16,000 "Say Thanks" votes in 2013.

The **Business iN Community** program is scheduled to be launched later this year. Its conceptual design is to create an association of Socially Responsible Businesses, striving

to instill within our community an attitude where ethical practices, humanitarian efforts and simple kindness are celebrated, encouraged and embraced.

To learn more about RecognizeGood visit www.RecognizeGood.org.