
• FOR IMMEDIATE RELEASE •

Dec. 11, 2009

Contact:

MJ Pearle
Manager of PR & Community Outreach
The Redwoods Group
2801 Slater Road, Suite 110
Morrisville, NC 27560
919- 462-1309
mjpearle@redwoodsgroup.com

Heather Van Dusen
B Lab
8 Walnut Avenue
Berwyn, PA 19312
610-296-8283
heather@bcorporation.net

The Redwoods Group Earns B Corporation Certification

MORRISVILLE, NC – The Redwoods Group, a commercial specialty insurance provider headquartered in Morrisville, NC, recently earned B Corporation Certification from B Lab, the nonprofit organization dedicated to creating a new sector of the economy that harnesses the power of business to solve social and environmental problems.

“We strongly believe that business can and should be a powerful force for positive social change,” said Kevin A. Trapani, president and chief executive officer of Redwoods which he founded in 1997. “We became a B Corp to let everyone we engage with know that we have always considered the community a stakeholder when making business decisions. Now we can partner with other leading businesses to heal and build our communities.”

Trapani said B Corporation efforts fit perfectly with Redwoods mission to improve the quality of life in the communities it serves and its company motto to **Serve Others®**.

Redwoods is the ninth North Carolina company to earn Certification and joins more than 240 B Corporations in 28 states representing 54 industries with more than \$1 billion in revenue.

B Corporations strive to create economic opportunity, build strong communities and preserve a healthy environment. To become certified B Corporations, businesses must meet comprehensive social and environmental performance standards, measured via a survey called the B Rating System. The survey, designed to distinguish “good companies,” rates companies on products, practices and profits. In addition, B Corporations must expand corporate responsibility to include interests of all stakeholders – employees, the community, the environment – rather than shareholders alone.

“At a time when the business sector is under fire for this economic meltdown, B Corporations like The Redwoods Group are participating in a concrete, market-based solution to systemic problems,” said B Lab Co-Founder Bart Houlahan. “Thousands of businesses, large institutional investors and policy makers at every level of government have adopted the performance and legal standards outlined by the B Rating System.”

(more)

About The Redwoods Group

The Redwoods Group, a privately held, socially conscious company, provides property and casualty insurance underwriting and risk and claims management services to YMCAs, Jewish Community Centers and camps across the nation. The company's business and social mission is to protect and improve the quality of life in the communities it serves. Its motto is to **Serve Others®**. For more information, please visit the Redwoods website at <http://www.redwoodsgroup.com>

About B Lab

B Lab is a 501 (c) (3) nonprofit organization whose mission is to create a new sector of the economy that harnesses the power of business to solve social and environmental problems. (The "B" stands for beneficial.) B Lab certifies, supports and promotes B Corporations. An independent body, the Standards Advisory Council, sets the legal and performance standards for B Corporation certification and oversees the evolution of those standards and the auditing of B Corporations. Currently, there are 240 B Corporations in 28 states representing 54 industries with more than \$1 billion in revenues. To learn more, visit www.bcorporation.net

#