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CONTACT:

Beth Carls, OneSeventeen Media, PBC

P: (713) 854 – 8766

E: [beth.carls@oneseventeenmedia.com](mailto:beth.carls@oneseventeenmedia.com)

## **B Lab U.S. & Canada Announce the 2020 B Community Collective Impact Award Recipients**

**BERWYN, PA – (December 15, 2020)** - OneSeventeen Media co-founders, Beth Carls and Amy Looper, were two of more than 100 women leaders of Certified B Corporations and other purpose-drive enterprises announced as winners of the Collective Impact Award given to the WeTheChange organization.

[WeTheChange](#) was launched in 2019 by fellow Certified B Corp Leaders and committed to creating a new economy in service to all, where women don't need to fight for a seat at the table. WeTheChange believes in business as a force for good to generate abundance and prosperity for all women leaders building a world where business is in harmony with nature and all life thrives.

Today, B Lab U.S. and Canada recognized this year's recipients of community awards which recognized the people and companies that have gone above and beyond to make a positive difference. Ten total awards were announced, and more information can be found on the [B The Change](#) Medium blog site.

The Collective Impact Award is given to an individual or an organization that spearheaded the most significant collective impact effort. This year, the award was given to the leaders and the

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learners of [WeTheChange](#), with a special callout to members of the WeTheChange political advocacy group.

Kim Coupounas, global ambassador at B Lab U.S. & Canada, said: “One of the amazing ways they really leaned into their vision this year was through a highly timely and relevant effort that was focused on getting out the vote and crushing voter suppression during the most pivotal U.S. election of our lifetimes. They sent more than 18,000 postcards to get out the vote, wrote emails to the secretaries of states and their respective top election officials, as well as members of Congress, calling for election integrity. They’re also currently engaged and Get Out the Vote for the Georgia runoff. Their [educational and catalytic webinars](#) drew hundreds of attendees from our community and beyond and created large ripples that have inspired others across the social impact business community.”

“Since becoming Texas’ first Certified B Corp in 2009, we have been so enriched and supported through the programs and companies that are a part of the B Corp movement. WeTheChange has been a special group of women leading the way to embrace the highest standards of social and environmental sustainability and we are so proud to be a part of this group of women leaders and learners,” said Beth Carls, OneSeventeen Media CEO.

### **About OneSeventeen Media, PBC**

reThinkIt!, brought to you by OneSeventeen Media, is a digital mental health platform using chatbot assistants, live chat counselors and an evidence-based "early detection" assessment to help kids 10-18 better process difficult emotions, understand their own behaviors, and navigate those of others – at school, home or on their own. OneSeventeen Media’s founders, Beth Carls and Amy Looper, are passionate about making kids’ lives better and easier to manage. By creating relevant mobile tools, they help them navigate their world in a respectful, responsible and confident way to become successful, productive global citizens. Learn more at [www.oneseventeenmedia.com](http://www.oneseventeenmedia.com).

### **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 as a result society will enjoy a more shared and durable prosperity. B Lab drives this systemic change by: 1) Building a global community of Certified B Corporations who meet the highest standards of verified, overall social and environmental

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performance, public transparency, and legal accountability; 2) Promoting Mission Alignment using innovative corporate structures like the benefit corporation to align the interests of business with those of society and to help high impact businesses be built to last; 3) Helping tens of thousands of businesses, investors, and institutions Measure What Matters, by using the B Impact Assessment and B Analytics to manage their impact - - and the impact of the businesses with whom they work -- with as much rigor as their profits; and 4) Inspiring millions to join the movement through compelling story telling by B the Change Media. For more information, visit [www.bcorporation.net](http://www.bcorporation.net).

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