



Business Tip

Better Business Bureau®
Serving the Pacific Southwest
60 S Acoma Blvd., #B-102, Lake Havasu City, AZ 86403
Kryistyna Hook, Mohave County Director
928-302-3701 (office)
kryistyna.hook@bbbcommunity.org



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In Trying Times, BBB Stands Out as a Trusted Community Resource *New Business Support Site & Daily Webinars Launched*

(LAKE HAVASU CITY - March 30, 2020) In times of uncertainty, society is faced with an overwhelming amount of decisions to make day after day. As a trusted resource for over a century, BBB is eager to remind the public of its unwavering reputation of upholding integrity.

As the public continues to navigate the ever changing Coronavirus (COVID-19) landscape, BBB remains committed to its foundation. Now more than ever, BBB's core mission rings true: to bring forth trust to the marketplace. It is the time to pause, educate and choose wisely. Now is the time to choose TRUST.

"BBB's mission is to be the leader in advancing marketplace trust. The marketplace brings us our food, delivers healthcare, pays our wages. Standards like telling the truth, honoring promises and safeguarding privacy are more important now than ever to create a marketplace where buyers and sellers can trust each other, depend on each other, and overcome this crisis together," shares Michael Sedio, VP, Chief Operations Officer and General Counsel.

While many of our physical doors are closed, rest assured that BBB and it's community of trustworthy businesses, are here. Businesses are being challenged like never before, and we are facing difficult obstacles, but in times of adversity comes innovation. Support from BBB will help you make informed decisions, and together, we will make it through this crisis even *better* than before.

Support for Businesses:

Daily Webinars: BBB's popular *Success in 60 Seminars* have been amplified and become virtually available. Topics will include finding focus during this time, maneuvering your business and how to hold effective virtual meetings. New topics will be announced weekly, following the theme of Monday Motivation, Tuesday

Turnaround, Wednesday Wellness, Thursday Thinktank, and Financial Friday. [Sign up for free](#).

Daily Curated Emails: BBB is doing the work of sifting through dozens of stories from trusted resources and selecting the ones we think can be useful for you. Contact info@bbbcommunity.org or 877.291.6222 to find out how you can apply for BBB Accreditation and receive these emails.

Building Trust in Trying Times Website: [Find tips and resources](#) from BBB, as a trusted resource, you can use to prepare for and implement a plan for your business during the Coronavirus (COVID-19) pandemic.

Latest News: Stay up to date with crucial information and the [latest news](#) as it pertains to your business.

Support for Consumers:

Choose Trustworthy Businesses: Search bbb.org before choosing a company to do business with.

Our Mission to You: Familiarize yourself with [BBB Standards of Trust](#), a comprehensive set of policies, procedures and best practices representing trustworthiness in the marketplace. BBB Accredited Businesses vow to operate ethically for consumers.

Local Access: Call your local [Better Business Bureau Serving Pacific Southwest](#) campus to participate in offerings in your area. While closed to walk-in visitors during the Coronavirus (COVID-19) pandemic, we can still be reached virtually at our campuses in Phoenix, San Diego, Orange County, Yuma, Prescott and Lake Havasu City.

Give with Confidence: The community at large has been affected during this crisis, and BBB urges consumers to verify charities with Give.org before donating to a cause.

Report Scams: Become a part of the mission. [Report scams](#), and help protect others.

Be in the Know: Sign up for BBB Pacific Southwest [newsletters](#) to remain informed about the latest news, scam alerts and more.

For more information or to schedule an interview with a BBB spokesperson, please contact Kryistyna Hook at 928.302.3701 or kryistyna.hook@bbbcommunity.org. For more information regarding how BBB is supporting businesses throughout the Coronavirus (COVID-19) crisis, visit <https://www.bbb.org/coronavirus-business/> and [BBB.org/Coronavirus](https://www.bbb.org/coronavirus).

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About Better Business Bureau Serving the Pacific Southwest.

For more than 100 years, Better Business Bureau (BBB) has been helping people find businesses and charities they can trust. In 2019, people turned to BBB more than 358 million times by checking more than 232 million Business Profiles views - all available to the public for free at [bbb.org](https://www.bbb.org). Incorporated locally in 1938, BBB Serving the Pacific Southwest covers Greater Arizona and Southern California with key campuses in Phoenix, San Diego, Newport Beach, Prescott, Yuma and Lake Havasu City. BBB Serving the Pacific Southwest is supported by over 19,000 BBB Accredited Businesses, making it one of the largest BBB nationwide. Businesses that earn BBB Accreditation contractually agree and adhere to high standards of ethical business practices in the marketplace. BBB provides objective expertise and educational programs on topics affecting marketplace trust.