

## Go Lead Consulting Named BBB Torch Awards for Ethics Finalist

Winners to be announced in online ceremony October 27



The logo for Go Lead Consulting is enclosed in a red rectangular border. The words "GO LEAD" are written in a large, bold, blue, sans-serif font. Below "GO LEAD", the word "Consulting" is written in a smaller, black, sans-serif font.

**Denver, Colorado Sep 8, 2022 ([IssueWire.com](https://www.issuewire.com))** - Better Business Bureau Great West + Pacific (BBBGW+P), which serves more than 200 million consumers in its eight-state service area, released its [2022 BBB Torch Awards for Ethics Finalists](#), highlighting businesses that are recognized as trustworthy community role models.

2022 finalist, [Go Lead Consulting](#), is a full-service marketing agency in Denver, Colorado that provides strategic digital marketing services and public relations for small to mid-sized companies. The firm's main service industries are technology, consulting, and retail.

Winners of the 2022 BBB Torch Awards will be announced during a [live, online ceremony](#) scheduled for October 27, 2022, which will also be live-streamed on the BBBGW+P [YouTube](#) page.

The Torch Awards for Ethics is the most prestigious honor BBBGW+P bestows on businesses operating within Alaska, Central Colorado, Hawaii, Idaho, Montana, Oregon, Washington, and Western Wyoming. Winners are selected based on their organization's commitment to character, culture, customers, and community.

"The Torch Awards provides businesses the opportunity to be honored by one of the most recognized symbols of trust in the marketplace," said Tyler Andrew, President, and CEO of BBBGW+P. "This year's finalists have completed a rigorous application process and have successfully demonstrated how they build trust with their employees, customers, and communities."

For-profit businesses and 501(c)(6) organizations are eligible to apply for the BBB Torch Awards. Additional criteria are based on an organization's size and the number of years in operation, and finalists are categorized as Small, Medium, or Large.

The Torch Awards application asks organizations to provide real-world examples of their success in areas that include:

- Solving ethical dilemmas
- Creating a culture of trust
- Demonstrating civic involvement in the community
- Building better customer relationships

Finalist applications are evaluated by an independent, voluntary panel of judges comprised of business and community leaders who have previously received a Torch Award. Their scores will determine the winners announced on October 27.

**About Better Business Bureau:** For more than 100 years, Better Business Bureau, a private, non-profit organization, has upheld high standards for fair and honest business practices. BBB provides objective advice on more than 5.3 million companies and 11,000 [charities](#), [dispute resolution services](#), consumer [alerts](#), and [educational information](#) on topics related to marketplace trust. There are local, independent BBBs across the United States, Canada, and Mexico. Visit [BBB.org](#) for more information.

## Media Contact

Go Lead Consulting

krystal@goleadconsulting.com

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