



**FOR IMMEDIATE RELEASE**

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**Thinkbaby Thinksport Receive B Corporation Certification**

*Company recognized for highest standards of social and environmental performance.*

**Austin, Texas, December 17, 2014** – Thinkbaby and Thinksport, the leaders in developing non-toxic alternatives for consumer products with biologically harmful chemicals, announced today that the company has become a Certified B Corporation.

By earning the prestigious designation, Thinkbaby and Thinksport join the ranks of Ben & Jerry’s, Patagonia, Etsy, and nearly 1000 organizations globally in meeting the rigorous standards of social and environmental performance, transparency, and accountability.

“Certified B Corporations employ the power of business to work out social and environmental problems,” said Thinkbaby and Thinksport founder Kevin Brodwick. “Thinkbaby and Thinksport were actually born from my frustration in trying to get major corporations to alter their chemical policies and to produce safer products. In addition to building safe solutions, we also built Thinksocial to empower our followers to determine where our non-profit donation stream flows. We are elated to be connected now to other like-minded organizations and help spread awareness of the important of certification.”

Unlike traditional corporations, Certified B Corporations are legally required to consider the impact of their decisions not only on their shareholders, but also on their stakeholders, which includes workers, suppliers, community, consumers, and the environment.

Thinkbaby and Thinksport’s full B Impact Report is available to the public at [bcorporation.net/community/thinkbaby-thinksport](http://bcorporation.net/community/thinkbaby-thinksport).

To date, 19 Texas-based businesses have been Certified B Corp, with 11 hailing from Austin.

**About Thinkbaby and Thinksport**

Thinkbaby Thinksport’s founder, Kevin Brodwick, brought his interest in health and preventative medicine and his background in biotechnology together to form a company whose sole purpose is to create alternative products for babies, children, adults, and athletes alike. With a team of physicians and scientists focused on the latest biological and chemical sciences, Thinkbaby Thinksport continues to lead in the usage of safe, non-toxic materials for consumer goods. For more information, visit:

[gothinkbaby.com](http://gothinkbaby.com)

[gothinksport.com](http://gothinksport.com)

[twitter.com/thinkbaby\\_sport](https://twitter.com/thinkbaby_sport)

[facebook.com/thinkbaby.thinksport](https://facebook.com/thinkbaby.thinksport)

[instagram.com/thinkbabythinksport](https://instagram.com/thinkbabythinksport)

**About B Corp**

Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests, and build collective voice through the power of the unifying B Corporation brand. As of June 2014, there are more than 1,000 Certified B Corporations from over 60 industries and 34 countries, representing a diverse multi-billion dollar marketplace.

**About B Lab**

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Lab drives this systemic change through a number of interrelated initiative: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (24 states have already passed benefit corporation legislation); 3) developing B Analytics, a customizable platform for measuring, benchmarking, and reporting on

impact 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 15,000 businesses use B Lab's free B Impact Assessment). For more information, visit [www.bcorporation.net](http://www.bcorporation.net), [www.b-analytics.net](http://www.b-analytics.net), and [www.benefitcorp.net](http://www.benefitcorp.net).

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