



FOR IMMEDIATE RELEASE

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**BBB Partnership with Denver Scholarship Foundation
Fosters Ethics in the Workplace**

Denver, Colo. – The Better Business Bureau (BBB) serving Denver and Boulder is partnering with the Denver Scholarship Foundation (DSF) to optimize its impact of strengthening business ethics in the workplace by establishing the BBB Named Scholarship at DSF.

BBB has committed at least \$18,000 to sponsor DSF scholarships awarded to low-income graduates of Denver Public Schools – who are primarily from minority backgrounds – to enroll in a four-year, two-year or technical college in Colorado. The BBB investment, funded by an appeal to its member businesses, will be doubled in a match provided by the Colorado Opportunity Scholarship Initiative in support additional scholarships.

“Our mission cannot be met alone; it must happen through intentional and strategic collaboration and partnerships like the DSF and BBB Named Scholarship. BBB is leading the way in Denver to solve our post-education attainment crisis. I sincerely hope other community-minded businesses in Denver will take notice of the incredible impact partnerships like these offer and follow in the footsteps of BBB,” shares Ashleigh Arnall, DSF’s Associate Director of Development.

BBB has become a lead nonprofit partner with DSF by establishing this scholarship fund. The scholarship allows students to expand their opportunities and horizons for success in life as contributing members of our community. BBB is leading the way, by maximizing the impact of their funds -- a good steward of dollars that make a life changing difference.

“BBB saw this partnership as the perfect solution for us to continue supporting area students in their post-secondary pursuits without the administrative burden of managing a scholarship program. Not only do we get to continue to have meaningful engagement with students through that support, we can align with a high-results organization that ensures our impact is doubled, shares Kim States, President and CEO of BBB.

To date, DSF has provided 6,310 Scholars with \$36 million in scholarships. In addition, \$380 million in other gift aid has been facilitated by DSF on behalf of DPS students applying to postsecondary programs.

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About the Denver Scholarship Foundation

Denver Scholarship Foundation is a 501(c)(3) public charity whose mission is to inspire and empower Denver Public Schools students to achieve their postsecondary goals. A direct service provider, Denver Scholarship provides college and financial aid advice to Denver students and families and offers a renewable, need-based scholarship to support Scholars throughout their college careers. Denver Scholarship also partners with colleges across Colorado to implement retention strategies that help Denver students complete their postsecondary education. Denver Scholarship aims to create systemic change to prepare Denver's youth to succeed in today's evolving workforce. For more information, www.denverscholarship.org or connect with us on Facebook or Twitter.

About BBB

For more than 100 years, the Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2016, people turned to BBB more than 167 million times for BBB Business Profiles on more than 5.2 million businesses and Charity Reports on 11,000 charities, all available for free at bbb.org. The Council of Better Business Bureaus is the umbrella organization for the local, independent BBBs in the United States, Canada and Mexico, as well as home to its national and international programs on dispute resolution, advertising review, and industry self-regulation.