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**Better Business Bureau Serving Greater Iowa Presents**

**2016 Torch Award Winners**

Des Moines, IA – – Please join us as we recognize our 2016 Business Torch Award recipients as well as our 2016 Students of Integrity Award recipients by honoring businesses and students who demonstrate superior ethics, reliability and trustworthiness. The Better Business Bureau Serving Greater Iowa will present the winners at the BBB Torch Awards Luncheon, on Thursday, April 21, 2016 at 11:45 am, taking place at the Downtown Marriot in Des Moines, IA.

“We pride ourselves on promoting integrity. For more than 75 years the BBB has been providing services that build consumer trust in our communities. We consider it an honor to present this year’s Torch Award Winners and Student Torch Award Winners, they lead by example and embody the ideals of the Better Business Bureau.” – Chris Coleman, President, CEO

Tickets for The Better Business Bureau Serving Greater Iowa Torch Award Luncheon can be purchased online at [www.bbb.org/iowa/events](http://www.bbb.org/iowa/events) or by phone at (515) 243-5027. Tables of 8 are available for $300.00. Individual tickets are $40.00 per seat. The public is encouraged to attend.

The 2016 Better Business Bureau Torch Award Winners are:

* **The Cedar Bend Humane Society (non-profit), Waterloo, IA**
* **Bell Brothers Heating and Air Conditioning, Des Moines, IA**
* **Palmer Group, West Des Moines, IA**
* **Shade Tree Auto, Grimes, IA**
* **Strategic America, West Des Moines, IA**
* **Willis Auto Campus, Clive, IA**

Sponsors include:

***ITA Group MidAmerican Energy Principal***

***KCCI – TV8 Des Moines Truck Brokers Bankers Trust***

***Willis Auto Campus EMC Insurance FBL Financial Group, Inc.***

BBB is a nonprofit, non-governmental, business-supported organization that sets and upholds high standards for fair and honest business behavior. All BBB services to consumers are free of charge. BBB provides objective advice, free BBB Business Reviews on more than 4 million businesses, 11,000 Charity Reviews, dispute resolution services, alerts and educational information on topics affecting marketplace trust. BBB Serving Greater Iowa, Quad Cities and Siouxland Region was founded in 1940 and is one of 112 local, independent BBBs across North America.

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