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**FOR IMMEDIATE RELEASE****NEW FRIENDS NEW LIFE WINS THE PRESTIGIOUS BETTER BUSINESS BUREAU TORCH AWARD FOR ETHICS IN 2021**

NFNL works hard to create and maintain a great organizational culture while promoting authenticity and encouraging employees to bring their true, authentic selves to work each day

DALLAS, TEXAS – December 15, 2021 – New Friends New Life was awarded a coveted BBB Torch Award for Ethics on December 9, 2021, during the BBB Torch Awards for Ethics annual awards ceremony, held virtually on BBB of North Central Texas' [Facebook page](#).

"We are honored to be recognized for our ethical business practices at New Friends New Life," said Bianca Davis, Chief Executive Officer. "As a nonprofit whose mission is to restore and empower women and girls, it is critical that we reflect this mission in how we communicate and work with our staff, donors, and volunteers. We view every policy and plan through an ethical lens and our team is willing to display the courage required to course-correct and improve whenever the opportunity for growth arises."

"BBB is known for identifying substandard business practices. But, we also find it necessary to highlight businesses that are trustworthy and taking the sometimes difficult steps to do the right thing. The BBB Torch Award was designed to do just that," says Monica Horton, BBB Spokesperson for BBB Serving North Central Texas. "Our winners should be proud to be part of an elite group of companies that promote ethics as a core value."

Finalists were split into six categories, based on the size of the business. Each company was evaluated on efforts to make ethics part of its business model. Winners of the event are invited to go on to compete internationally at an event hosted by BBB's headquarters the following year.

For more information, visit newfriendsnewlife.org or call (214) 965-0935.

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About New Friends New Life:

Founded in Dallas, Texas, in 1998, New Friends New Life (NFNL) restores and empowers trafficked and sexually exploited teen girls, women and their children, and drives awareness of the issue and its prevalence. By providing access to education, job training, interim financial assistance, mental health, and spiritual support, New Friends New Life helps women and their children overcome backgrounds of abuse, addiction, poverty, and limited opportunities. In 2020, NFNL served 330 members (clients). NFNL also educates the community and works to eradicate the epidemic of human trafficking through advocacy, legislative reform and strategic partnerships that address systemic causes. In 2018, NFNL opened a drop-in Youth Resource Center (YRC) in partnership with the Office of the Governor to serve trafficked and high-risk teen girls. More than 100 girls visited the YRC during its first year. In 2015, NFNL organized its Men's Advocacy Group to engage men in the fight against sex trafficking and exploitation. For more information, visit <http://www.newfriendsnewlife.org>.

About the Better Business Bureau of North Central Texas:

Better Business Bureau of North Central Texas is a non-profit organization that has been protecting and promoting consumer trust in the marketplace for over a century. In 1920, the Dallas office was the first BBB in Texas to begin promoting and fostering an ethical marketplace. The BBB Torch Awards for Ethics recognizes businesses who display an outstanding level of ethics and integrity in their business dealings. Torch Award winners engender trust among their employees, customers and their communities. Trust in the marketplace is just as important today as it was during our beginning one hundred years ago.