

BBB of Upstate NY recognizes three Rochester-area businesses with 2024 Torch Award for Ethics

Annual award given to businesses that promote marketplace trust and demonstrate ethical business practices

Rochester, NY -- BBB of Upstate New York announces its 2024 Torch Award for Ethics winners, including three of this year's recipients from the Rochester area.

"The Torch Awards are an opportunity to recognize businesses throughout Upstate New York that go above and beyond to promote the trust and integrity BBB stands for," **Warren Clark, CEO of Better Business Bureau of Upstate New York said**. "The commitment to ethical business practices shown by these companies makes the marketplace better for all. Congratulations to this year's winners!"

Applicants are reviewed by an independent panel of judges comprised of business and community leaders. Each applicant is evaluated based on 4 categories: Character, Culture, Customers, and Community. This year, 5 applicants were awarded from Upstate New York:

- Diamond Collision – Webster, NY
- Isaac Heating and Cooling – Rochester, NY
- Pink Rose Home Service – Rochester, NY
- Consumer Directed Choices – Albany, NY
- United Way of the Adirondack Region – Plattsburgh, NY

"Receiving the BBB torch award is a great honor for Pink Rose Home Service," **Joe Berardi, President and Founder of Pink Rose Home Service said**. "We are both thrilled and humbled to receive it. Every single employee deserves all the credit. From our Customer Relations team answering our phones to our Service Experts in the field. We would be nothing without them. They all do a tremendous job of maintaining a strong culture of business ethics and putting our customers first."

"We are honored to receive the Torch Award, as it reflects our unwavering dedication to upholding the highest standards of integrity and ethics in everything we do," **Domenic DeLeo of Isaac Heating and Cooling said**. "This award is a testament to the hard work and dedication of our

entire team, who consistently go above and beyond to ensure our customers receive the best possible service."

"This award means the world to us and our team," **Chuck and Mary Mastrodonato, owners of Diamond Collision said.** "We made a promise from the very beginning to always be honest and fair and this just solidifies our mission. It's a great representation of perseverance. We hope to inspire other local small businesses to never give up and continue to operate with integrity. Thank you so much for the recognition!"

For additional information on the annual Torch Award for Ethics including how to apply, click here. <https://www.bbb.org/local/0041/bbbunytorchaward>