



BBB News Release

For more information or to schedule an interview, contact:

Megan Miller | Public Relations Specialist
303-996-3644 • mmiller@denver.bbb.org

New BBB Magazine Arrives in Mailboxes Next Week!

Look for the new Metro Denver Community Guide from Your BBB

Denver, CO – February 2nd, 2010 – Starting next week, almost 80,000 residences across the Front Range will receive the BBB's new ***Metro Denver Community Guide***.

Every year, for many years, the Metro Denver area has received a publication from the BBB Serving Denver/Boulder with listings and ads of BBB Accredited Businesses along with consumer tips and other general BBB information. This year, your BBB is excited to launch the next generation of this publication. It is now a quarterly magazine and provides more value and appeal than ever before!

The ***Guide*** contains quarterly listings of new BBB Accredited Businesses, ads, as well as helpful information for consumers and important BBB information. Reasons why the magazine has so much more value and appeal than former guides are attributed to the much higher quality of the publication itself, printed in full color on glossy paper, and the fact that there will be a new issue sent out four times a year. The increased frequency is better for the entire community. BBB Accredited Businesses will have more opportunities to be featured and consumers will look forward to tips that are more current and seasonal.

Not every residence will receive the ***Guide*** every quarter. Different zip codes are swapped out each quarter and carrier routes will change. Luckily, consumers can visit **DenverCommunityGuide.com** anytime to see each page of any current issue.

When choosing a business to work with, the ***Guide*** is a handy tool to find a company that is BBB Accredited. It is also a very helpful resource to any consumer who wants to know how to avoid current scams, find useful marketplace tips and how to use and understand the BBB.

#

About BBB

The BBB is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB Accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. The BBB provides objective advice, free BBB Reliability Reports™ on businesses and BBB Wise Giving Reports™ on charities, and educational information on topics affecting marketplace trust. To further promote trust, your BBB also offers dispute resolution services for consumers and businesses. The first BBB was founded in 1912. Today, 125 BBBs serve communities across the U.S. and Canada. Please visit www.denver.bbb.org for more information.

(Written by Megan N. Miller / BBB Serving Denver|Boulder)