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**Better Business Bureau Announces 2024 Alaska Torch Award for Ethics Recipient**

*Local organizations honored for their dedication to ethics in the marketplace.*

**(ANCHORAGE, AK) Oct. 24, 2024 -** Better Business Bureau Great West + Pacific (BBBGWP) and BBB Foundation announced the Alaska business winner of the [2024 Torch Awards for Ethics.](https://www.bbb.org/local/1296/bbb-awards/torch) This year’s winner is [Greater Wasilla Chamber of Commerce](https://www.bbb.org/us/ak/wasilla/profile/chamber-of-commerce/greater-wasilla-chamber-of-commerce-1296-10729).

The Torch Awards for Ethics is the most prestigious honor BBB Foundation bestows on businesses operating within the BBBGWP eight-state service area. Winners must demonstrate a high level of personal character, meet the highest standards of ethics, and build trust with their customers and the community.

"This year's award recipients have once again raised the bar for excellence in business ethics and community impact. Their commitment to integrity and social responsibility not only strengthens the marketplace but also inspires others to follow suit," said Tyler Andrew, President and CEO of BBB Great West + Pacific. "By recognizing these outstanding companies, we aim to foster a business environment where ethical practices are not just appreciated but expected."

BBB Foundation received 229 submissions for this year’s Torch Award for Ethics. A panel of judges comprised of past award winners reviewed the finalists’ applications, and only the businesses whose applications demonstrated the highest levels of team character, company culture, customer engagement, and community involvement were named this year’s winners!

[Greater Wasilla Chamber of Commerce](https://wasillachamber.org/), created and incorporated in June of 1978 in Wasilla, AK, provides a wealth of services to members and people in the community, including but not limited to networking opportunities, business advocacy, business education resources, marketing and promotion, business support services, community engagement, community events, and visitor and relocation services.

**About Better Business Bureau:** Better Business Bureau, a private, non-profit organization, has empowered people to find businesses, brands, and charities they can trust for more than 110 years. BBB Great West + Pacific serves more than 20 million consumers in Alaska, Central Colorado, Hawaii, Idaho, Montana, Oregon, Washington, and Western Wyoming. BBB Foundation, the charitable arm of BBB Great West + Pacific, is dedicated to community education and recognition programs across the local service area. For more information, visit BBB.org/gwp. Torch Awards winners from each state were [announced](https://thebbb.org/awards) as part of a virtual ceremony held on October 24.