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**Better Business Bureau names Goodbill as the 2024 Spark Award for Entrepreneurship winner for Washington**

**(SEATTLE, WA) October 24, 2024** - Better Business Bureau Great West + Pacific today announced [Goodbill](https://www.bbb.org/us/wa/seattle/profile/medical-billing/goodbill-inc-1296-1000140801) of Seattle, WA the recipient of its [2024 Spark Award for Entrepreneurship](https://www.bbb.org/local/1296/bbb-awards/spark) in Washington.

The Spark Awards honors exceptional local businesses that have been operating for three years or less and entrepreneurs aged 35 or younger.

"BBB Foundation is thrilled to honor Goodbill as the winner of the 2024 Spark Award for Entrepreneurship," said Tyler Andrew, President and CEO of BBB Great West + Pacific. "This emerging business has demonstrated exceptional ethical leadership, rising to the top in a competitive selection process. Their commitment to integrity sets a powerful example for the entrepreneurial community, and we're excited to support their continued growth in fostering a trustworthy marketplace."

[Goodbill](https://www.goodbill.com/) was selected by an independent panel of judges based on the company’s commitment to ethical practices and building trust in the marketplace.

“We started Goodbill to empower patients, who tend to get overlooked in the healthcare system,” said Leslie Kwoh, the Head of Growth at Goodbill. “We offer a hospital bill negotiation service: we audit bills for errors, help patients apply for 501(r) financial assistance discounts, compare prices to nearby hospitals, and go to bat with the hospital on behalf of the patient. When we run into ethical dilemmas, we refer back to our guiding principle: ‘Do it for the patient.’ As a result, we've committed to business policies that align with that.”

BBB is encouraged by Goodbill’s efforts in operating an honest and ethical business. These efforts align with [BBB’s eight Standards for Trust](https://www.bbb.org/all/standards-for-trust) and is the reason people come to BBB.org to [find reliable businesses](https://www.bbb.org/search).

The announcement of Goodbill as the Spark Award winner for Washington was announced as part of a virtual ceremony that was held on October 24, 2024. Visit [thebbb.org/awards](https://thebbb.org/awards) for more information and to be notified when next year’s applications open.

**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.