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**For Immediate Release**

## **DEDORA CAPITAL EARNS CERTIFIED B CORPORATION STATUS**

**Napa, Ca. NOVEMBER 12<sup>th</sup>, 2015** – **DeDora Capital**, a Registered Investment Advisor, announces that it earned Certified B Corporation™ status.

B Corporations are a new kind of company that uses the power of business to solve social and environmental problems. It's like a LEED or Fair Trade certification, but for a businesses across many sectors and industries. The Certification includes a rigorous evaluation and verification of business practices, including requirements in the company bylaws. According to B Labs, there are currently over 521 Certified B Corporations from sixty industries, such as consulting, solar energy, and law.

"We are proud to announce that DeDora Capital is now a Certified B Corporation™", said founder Paul DeDora, CFP. "As Fiduciaries, we put our clients best interests first. Becoming a Certified B Corporation gives us a framework to measure our success and makes it clear that our company considers the environmental, social, and community impacts of our decisions."

Will Becker serves as DeDora Capital's Chief Sustainability Officer, overseeing the acquiring and maintenance of B Corporation status.

**About DeDora Capital, Inc.**

DeDora Capital, Inc. is a Registered Investment Advisor (RIA) providing comprehensive wealth planning to guide financial decisions and investing assets to build client wealth. The firm believes in the power of running successful businesses, spending time with family, enjoying retirement, and making a responsible impact in the community. The firm's mission is to make a meaningful difference in the financial lives of clients and community, every day. DeDora Capital is not a tax or legal advisor. For more information, visit us at [www.DeDoraCapital.com](http://www.DeDoraCapital.com).

**About B Corp**

Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests, and build collective voice through the power of the unifying B Corporation brand. As of September 2013, there are more than 800 Certified B Corporations from over 60 industries and 28 countries, representing a diverse multi-billion dollar marketplace.



### **About B Lab**

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (12 states have already passed benefit corporation legislation); 3) driving capital to high impact investments through the use of GIIRS Ratings and Analytics (more than 60 investors with over \$3B in impact assets under management use GIIRS); and 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 7,000 businesses use B Lab’s free B Impact Assessment).