



FOR IMMEDIATE RELEASE

For:

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## MAYFLY BECOMES CERTIFIED B-CORPORATION®

*Company honored as one of Colorado's Best*

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**MONTROSE, CO** - Mayfly Outdoors, one of the world's premier outdoor product companies, announced Saturday it was named a Certified B Corporation. The designation is administered by B Lab®, the non-profit organization tasked with overseeing the rigorous standards of certification. According to B Lab, Certified B Corporations are leaders of the global movement of people using business as a force for good, and companies meet higher standards of social and environmental performance, transparency, and accountability.

On Thursday evening in Boulder, Colorado, B Lab, in partnership with the Alliance Center, awarded Mayfly as one of the *Best for Colorado*. The award recognized Mayfly as one of the top 16 Certified B Corporations in the state, joining national members such as Patagonia, Ben & Jerry's, and Kleen Kanteen. Mayfly becomes the first business in Montrose County to earn this distinction.

**Certified**



"It's a great honor to be in the top 16 in Colorado and we are proud to be a part of the B Corp community," said David Dragoo, Mayfly's president. Dragoo noted that the certification is similar to Fair Trade or LEED certification, but for the whole business. "We can now measure our impact on all of our stakeholders, and that matters. We make money, but we also make a difference." Dragoo added that he is optimistic other local businesses in Montrose will gain interest and become certified.

Mayfly is currently partnering with their local Montrose community to restore and enhance nearly 1.5 miles of the Uncompahgre river as part of the recently announced [Colorado Outdoors](#) project. The

endeavour includes the installation of nearly 2.25 miles of new river trails for families and outdoor enthusiasts, including over 40 acres of open space enhancement and wildlife preservation. In addition, Mayfly recently began construction on its new 41,000 square foot headquarters within the project.

In January 2018 at the State of State Address in Denver, Mayfly was also recognized by Governor John Hickenlooper for their positive impact in Montrose.

Since its inception in 2006, B Lab has focused largely on “best in class” businesses, including both small and large corporations and forward-thinking companies fully committed to adopting sustainable practices and being role models for others. Many other household names have earned similar status from B Lab, indicating a certain level of excellence as measured by the nonprofit’s B Impact Assessment, developed and re-developed over the years in dialogue with companies.



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## About Mayfly Outdoors

Mayfly Outdoors is a Colorado-based outdoor products company founded in Colorado Springs, Colorado. Mayfly subsidiaries operate under various brand names including Abel, Ross Reels, and Charlton. Combined, these businesses are the recipients of more industry “Awards in Excellence” for innovation, dependability and performance than any other fly-fishing tackle manufacturers in the world. Learn more at [mayflyoutdoors.com](http://mayflyoutdoors.com)

## About B Corporations

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 2,000 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal – to redefine success in business. For more information, go to [www.bcorporation.net](http://www.bcorporation.net).