

NEWS

For Immediate Release

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MAYFLY OUTDOORS RECOGNIZED AS A LEADING COMMUNITY IMPACT ORGANIZATION

NEW YORK, 13 July 2022 — B Lab Global is proud to announce Mayfly Outdoors as part of their [2022 Best for the World](#), recognizing Certified B Corporations (B Corps) around the world that make exceptional positive community impact.

The award recognizes Mayfly as one of the most community-minded companies internationally, ranking in the top 5% of all B Corps in their corresponding company size. Mayfly is best known as the manufacturer of fly fishing brands Abel®, Ross Reels®, and Airflo®.

Mayfly, headquartered in Montrose, Colorado, boasts several engineering and manufacturing jobs, and recently expanded into a new, 41,000 square foot state-of-the-art facility. The company employs nearly 130 people worldwide across California, Colorado, and the United Kingdom.

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 better business practices and being role models for others.

Many other household names have earned similar status from B Lab, including fellow outdoor industry brands Patagonia and Kleen Kanteen. The organization also includes larger corporations such as Etsy, and ice cream brand Ben & Jerry’s. Today, there are more than 5,000 B Corps across 80 countries and 155 industries.

“Montrose is really important to us, and our goal is to make it a better place,” said David Dragoo, Mayfly’s founder. Mayfly is currently partnering with the Montrose community to restore and enhance nearly 1.5 miles of the Uncompahgre River.

The endeavor includes the recently completed Connect Trail comprising nearly 2.25 miles of new walking trails for families and outdoor enthusiasts, preserving over 40 acres of land for open space enhancement, and protecting wildlife habitats.

“Each Best for the World edition is an opportunity to raise the bar for how businesses can and should operate to create real and lasting positive impact for their workers, customers, communities, and the environment,” said Dan Osusky, Head of Standards and Insights at B Lab Global.



More than a badge of honor, Best for the World provides an opportunity for recognized companies to share knowledge, learnings, and best practices with the B Corp community and businesses outside of the community to encourage innovation and transformation across the business sector.

Mayfly was previously recognized by both former Governor John Hickenlooper and current Governor Jared Polis for their positive impact in and contribution to Montrose. “Our products are manufactured in Montrose by the best and brightest local talent, and we’re very proud of that,” added Dragoo.

For more information about B Lab and the 2022 Best for the World honorees, visit <https://www.bcorporation.net/en-us/news/press/b-lab-announces-2022-best-world-b-corps>



Mayfly headquarters in Montrose, CO

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About Mayfly Outdoors

Mayfly Outdoors is a Colorado-based outdoor products company headquartered in Montrose, Colorado. Mayfly subsidiaries operate under various brand names including Abel, Ross Reels, and Airflo. Combined, these businesses are the recipients of more industry “Awards in Excellence” for innovation, dependability and performance than any other fly-fishing tackle manufacturer in the world. Learn more at 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 5,000 Certified B Corporations in over 155 industries and 80 countries with 1 unifying goal – to redefine success in business. For more information, go to www.bcorporation.net