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Truefaux Films Inc gets B Corporation Certification

March 28, 2019 (Dartmouth, NS) – Truefaux Films announced today that it has received their B Corp Certification, joining over 2,500 other B Corps in 130 industries and 60 countries around the world.

Certified B Corporations meet a growing demand for businesses to balance purpose and profit. B Corps are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. A B Corp Certification means the organization meets the highest verified standards of social and environmental performance, transparency, and accountability.

“This designation reflects the values and operating philosophies Truefaux films was founded on 12 years ago,” said John Hillis, co-owner of Truefaux Films Inc. “Aside from this being a huge accomplishment for our organization, we now have access to the B Corp Impact Assessment which provides a roadmap to continually improve our business practices.”

The B Corp assessment process measures a company’s performance in five categories: governance, workers, customers, community, and the environment. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of high-quality jobs with dignity and purpose.

“There is significant rigour in the B Corp Certification process, and it will be ongoing,” said Hannah Minzloff, co-owner, Truefaux Films Inc. “Every day we need to operate with a goal to create positive impact to maintain our certification, which will be verified every three years.”

As part of the B Corp Certification process, Truefaux submitted their film *Six Primrose*, a feature-length documentary that traces the lives of community members, their connection to the local food centre, and the dramatic impact that accessing healthy food and a social network has had on their lives.

“Film is such an impactful medium in connecting people and their journeys,” said Michelle Reid, B Lab, Community Engagement Lead. “We are very proud to welcome Truefaux Films, a company that supports positive and social change, into the B Corp Nova Scotia and Impact Film community.”

B Corporation Certification also helps consumers identify companies with a mission, and helps investors select investments that align with their values. It’s similar to Fair Trade certification for coffee, signalling to the public that their purchase or investment is supporting a sustainable operation that is considering all stakeholders, not just the shareholders.

“When we founded Truefaux in 2007, this is exactly what we started out to do. To create films that would help make our communities better,” said Hillis. “The B Corp Certification reflects this intention and now we are part of an international movement with international standards.”

Truefaux Films Inc

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About Truefaux Films

Established in 2007, filmmakers John Hillis and Hannah Minzloff teamed up creating Truefaux Films, a platform which develops and produces social impact media content. The duo focuses on projects that expand our understanding, change our perspective and challenge us to do something. By providing impactful videos, Truefaux is dedicated in supporting people and organizations that make positive social and cultural change. This philosophy is also reflected in their annual Community Partnership program, which brings high end creative and technical resources to community groups, non-profits, and social enterprises - producing media content these organizations would otherwise be unable to afford.

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