



**Better Business Bureau®  
of Central and Northern Alberta**

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**Media Release  
(For Immediate Release)**

## Better Business Bureau Wins Alberta Consumer Champion Award!

**Edmonton AB** (March 24, 2005) The Better Business Bureau of Central and Northern Alberta won an Alberta Consumer Champion Award from Alberta Government Services. The BBB won an Award of Distinction in the Associations/Not-profit Organizations category, for their Advertising Review Program.

The Alberta Consumer Champion Awards were introduced in 2005 to recognize the efforts of those who have made consumer protection and awareness a priority in their dealings with their fellow Albertans. Seven awards of distinction and merit were presented to winners during an awards ceremony in Edmonton on March 22, 2006.

The BBB's Advertising Review program was developed to help prevent misleading advertisements in the marketplace. It strives to help consumers avoid being victimized by unscrupulous businesses, and ensure a "level playing field" for all businesses.

This program monitors a wide range of advertisements (print, television, radio and Internet) based on the Better Business Bureau Code of Advertising. The program initiates communication with the company whose advertising is being reviewed, and encourages the company to voluntarily substantiate or modify claims of the advertisement in question.

**For media inquiries please contact:**

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# Backgrounder

## Better Business Bureau®'s Advertising Review Program

### Why does the BBB promote truthful and ethical business practices?

Advertising is the free speech of commerce. Advertising drives consumer choice. Consumer choice drives competition. Competition drives quality and service. A free and competitive marketplace depends on truth to maintain fair competition and consumer satisfaction. The BBB promotes truth and integrity in advertising and trade practices to protect the marketplace.

*Four basic functions of trade "Ad Review" department include:*

1. *Identify cases of misleading, deceptive or untruthful advertising appearing in bureaus service;*
2. *Initiate communication with the company whose advertising is being reviewed in order to seek voluntary substantiation or modification of the claim(s) or selling practice in question;*
3. *Provide a process to handle cases when the Bureau and the company cannot agree; and*
4. *Inform businesses and the public about the Bureau's efforts in the field of trade practice/advertising review.*

*Three ways the BBB initiates an "Ad Review" case:*

1. *A customer writes or calls us to report/submit an ad they feel is misleading.*
2. *A company writes or calls us to report/submit a competitor's ad that they feel is misleading or anticompetitive.*
3. *The Bureau has an active process reviewing local and regional newspapers, radio spots, TV ads, and online promotions.*

### **How can the BBB help a business excel in honest advertising? (All services are free of charge!)**

*We will review advertising copy before publication.*

*We will answer advertising questions.*

*We provide guidelines regarding Online Advertising.*

*We send periodic Advertising Alerts about new trends in advertising and educational materials promoting ethical standards to member businesses.*

*We will mail the "BBB Code of Advertising" in its entirety to any interested company.*

The "Code of Advertising" is a set of guidelines developed by the BBB to aid advertisers in the preparation and maintenance of truthful advertising (available on our website at [www.edmontonbbb.org](http://www.edmontonbbb.org)).

### **If an advertiser refuses to modify or withdraw false or misleading advertising, what leverage does the Bureau have to seek its correction?**

Inform the public through the Company's report in the Bureau's database which accessible to the public 24 hours a day by phone or online.

Alert local media via release.

Contact law enforcement authorities.

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