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Diamond View Becomes First B Corp. Video Agency in Florida

TAMPA, FL, Nov, 2019 - [Diamond View](#), an Emmy award-winning video production company, announced today that it has officially become the first B Corp video agency in Florida. Diamond View joins the rapidly growing movement of more than 1,300 [Certified B Corporations](#) committed to using business as a “Force for Good.”

“We're pleased to welcome Diamond View to the B Corp community," said Hannah Munger, Head of PR & Communications for B Lab. "They're helping to redefine the video and film industry through their dedication to using their business as a force for good and meeting the highest standards of social and environmental performance. And now, as part of the B Corp movement, Diamond View is building a new economy as well—one that is inclusive, regenerative, and delivers value to all stakeholders, not just shareholders."

B Corp Certification is considered to be one of the highest standards for social and environmental impact and has a rigorous selection process to certify companies that are doing good at scale. B Corp Certification requires a holistic review of a business’ social and environmental performance, accountability and transparency, and is based on a vision of creating a community of for-profit companies committed to redefining success in business.

“Diamond View is committed to using video as a force for good and so becoming a B Corp business is a perfect fit for the purpose of our organization,” said Diamond View CEO, Tim Moore. “At Diamond View, we strive to tell stories that really matter and teach the positive moral lessons that lack in modern advertising today. B Corp is already doing this at scale by actively redefining the purpose of all businesses as a force for good.”

As a B Corp., Diamond View will measure and manage the impact of its business on its team, community and the environment with as much rigor as it manages and monitors its profits.

"B Corporation Certification confirms Diamond View’s commitment to our ethics, values, and community,” said Diamond View Vice President, Jon Davila. “It’s exciting to join a community of like-minded businesses who are committed to these same values.”

About Diamond View

Diamond View is a three time Emmy Award-winning video production company headquartered in Tampa, with satellite offices in Atlanta and Miami. Since 2007, Diamond view has been recognized as a leading, mission-driven video production company who seeks to inspire audiences through cinematic, high quality video. Specializing in emotional brand storytelling, Diamond View creates a unique form of visual storytelling to connect brands and communities. For more information, contact Zoe Seroky at 813.972.5400 or zoe@diamondviewstudios.com.

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About B Lab

B Lab is a nonprofit that serves a global movement of people using business as a force for good. Their initiatives include B Corp Certification, administration of the B Impact Management programs, and advocacy for governance structures like the benefit corporation. B Lab's vision is of an inclusive and sustainable economy that creates a shared prosperity for all.

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