

Newstart Canada Achieves Certified B Corporation Status

Written by Australian Business

PICKERING, ON, Oct. 25, 2013 /CNW/ - Newstart Canada Inc. is proud to announce its certification as a B Corporation, making it the first automotive microlending company to achieve B Corp status. Leading a global movement to redefine success in business,

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are a new kind of company with a positive vision of a better way to do business. As a Certified B Corporation, Newstart Canada voluntarily meets a higher standard of transparency, accountability, and performance, harnessing the power of business to solve social and environmental problems. Newstart is the 83rd Certified B Corporation in Canada, joining a global movement of more than 850 businesses across 60 different industries in 28 countries.

In order to be recognized as a Certified B Corporation, Newstart had to meet rigorous standards of social and environmental performance and must legally expand its corporate responsibilities to include consideration of all stakeholder interests.

Becoming a Certified B Corporation solidifies the company's mission in promoting a socially responsible lending company. "We're tremendously excited to be part of a B Corp movement," said Dave Baker, President and CEO. "At Newstart Canada, we care more about people. People always come first. We think there is a better way to do business, and want to be the stepping stone to better credit and help consumers get their credit history back to where it should be."

About Newstart Canada

Newstart Canada Inc. was founded in 2006 and currently has offices in Pickering, Ontario and Halifax, Nova Scotia

. It is a social lender in response to the needs of a growing segment of Canadians who require

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a vehicle loan, but have been turned down by regular financial institutions because of poor or damaged credit. Newstart Canada is an auto-leasing and finance company committed to helping people establish better credit. Newstart's unique peer to peer investment program helps social investors receive attractive returns while having Newstart provide the administration, customer service and risk mitigation.

About B Corp

B Corps are companies committed to using the power of business to solve social and environmental problems. B Lab is the nonprofit organization that serves this global movement to redefine success in business by providing measurable accountabilities around community involvement, environmental sustainability, and social impact. It's vision is that one day all companies will compete not only to be the best *in* the world, but best *for* the world. Canadian operations are based out of the MaRS Centre for Impact Investing in Toronto

. For more information visit

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SOURCE Newstart Canada