

The Free Press Release Center Joins World-Wide Movement for Ethics in Business

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September 22, 2006 (FPRC) -- The Free Press Release Center has joined forces with other organizations around the world, to help create a climate that will eventually make future Enron-type business scandals impossible.

This is the promise that The Free Press Release Center makes to its customers, its employees, its suppliers, its neighbors, and the public:

"I pledge allegiance, in my heart and soul, to the concepts of honesty, integrity, and quality in business. I recognize that the cornerstone of success is treating all stakeholders fairly, with compassion, and with a commitment to service. Working from abundance, I recognize that even my competitors can become important allies. I will not tolerate crooked practices in my business, from co-workers, direct or indirect reports, supervisors, managers, suppliers, or anyone else; and if I encounter such practices, I will refuse to go along with them and report them to appropriate authorities within and outside the company. I pledge to support the "triple bottom line" of environmental, social, and financial responsibility. And I pledge to participate in a serious effort to focus the business community on these principles, by sharing this message with at least 100 other business leaders. "

"Signing the Pledge shows moral leadership and a commitment to valuing people as human beings, and not just dollars on a spreadsheet," said Pledge founder Shel Horowitz, award-winning author of *Principled Profit: Marketing that Puts People First*. "It tells the public that you know the difference between right and wrong, that you factor the public good into your business planning, and that you understand that supporting the values of honesty, integrity, and quality will actually grow your business."

"We've always done business ethically and our customers and clients have always been able to trust us. But there are too many people doing dishonest business, our signing of this pledge shows our commitment to changing the way everyone does business. An ethical and righteous approach to business can bring great rewards," said Gary Sims the Chief Editor of the Free Press Release Center.

To join the Pledge campaign, please visit <http://www.principledprofits.com/25000influencers.html>

Journalists: To interview Pledge founder Shel Horowitz, call 413-586-2388 or write shel@principledprofits.com

Contact Information

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Keywords

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