

# PRESS RELEASE

**Better Business Bureau**  
Serving the Pacific Southwest

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## Winners of BBB Spark Award Announced

Recognition honors ethical young entrepreneurs



**(Phoenix, July 20, 2021)** [Better Business Bureau Serving the Pacific Southwest](http://bbb.org/us/news) (BBB) is pleased to announce the winners of its inaugural 2021 BBB Spark Award. Michael Wang, CEO of [PeerSquared, Inc.](http://PeerSquared.com) and Alyssa Leon, owner of [Cherry Blossom Doula Services, LLC](http://CherryBlossomDoula.com) were awarded for their ethical character, transparent and open culture among their team, and history of giving back to their communities. Each business was awarded \$1500 to further its growth and mission.



"It's truly an honor to be awarded the first-ever Spark Award. As a startup, it's motivating to know that our company culture and values are headed down the right path. I look forward to continuing to improve myself and my team members as we work towards making a bigger impact in our community," shared Michael Wang, CEO of PeerSquared, Inc, a peer to peer tutoring service connecting students to help each other succeed.

The BBB Spark Award honors young entrepreneurs, age 35 and under and new business owners who have been operating for less than three years. These "Trustmakers" are the future of the marketplace, and the award helps their startups gain recognition.



"Winning the Spark Award was truly an honor and surprise! I feel proud to be seen as a business that is actively making a difference in our community through inclusion, advocacy and education. We hold integrity at the core of all we do and are excited to continue serving expectant and postpartum families well in the greater Phoenix area," says Alyssa Leon, owner of Cherry Blossom Doula Services, LLC, a collective of doulas supporting and empowering positive birth and postpartum experiences.

This exclusive recognition begins a meaningful relationship that BBB will continue to build with winners. BBB Pacific Southwest is thrilled to add this award to the impressive line up of support it currently provides entrepreneurs, including [business loans](#), [incubator](#) and [accelerator programs](#), and [ignite sparked by BBB](#) coworking locations.

### Value

BBB encourages businesses to operate with integrity, and helps consumers make wise marketplace decisions. Our innovative approach to business growth provides the tools that companies and entrepreneurs need to build better businesses. By working side by side with industry experts, we unite with a common goal. [Become BBB Accredited](#) and join our mission to create a community of trust.

### More Information

For media inquiries, contact [pr@bbbcommunity](mailto:pr@bbbcommunity). Please allow a 24 hour courtesy for interview requests. For additional news stories, visit [bbb.org/us/news](http://bbb.org/us/news). Published with permission from Better Business Bureau.

### About the Better Business Bureau Serving the Pacific Southwest.

For more than 100 years, the Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2020, people turned to BBB more than 220 million times for BBB Business Profiles on 6.2 million businesses and Charity Reports on 11,000 charities, all available for free at [BBB.org](http://BBB.org). The International Association of Better Business Bureaus is the umbrella organization for the local, independent BBBs in the United States, Canada and Mexico. Incorporated locally in 1938, BBB Serving the Pacific Southwest serves Greater Arizona and Southern California, providing critical tools to ignite success including mentorship, online products and access to capital. Our objective expertise educates the community on ethical behavior in the marketplace and how businesses can build trust.

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