

# Local Business Acts on Company Values

In a time of economic upheaval, one local business's commitment to service is making a refreshing impact around the office and in their neighborhood. From go green initiatives and employee wellness programs to a blood drive, sponsored walks and involvement with Junior Achievement, locally-based Consumer Benefit Services (Cbsi) is making a visible effort to better serve their clients, employees and community.

## Cbsi Goes Green

Cbsi supports sustainable practices with environmentally-responsible alternatives for their printed materials, including FSC (Forest Stewardship Council) certified paper and soy-based inks. Blue bins strategically located throughout their corporate offices encourage recycling paper, plastic, tin and glass. Handy signs list common recyclables, dispel the myths and raise employee awareness. In addition, Cbsi's reward programs allow client cardholders to join the effort with an array of green product options.

## Employee Wellness Program

Cbsi makes personal wellness a priority with important initiatives, training and events. Cbsi's wellness team outfits all employees with a free water bottle and pedometer. Office vending machines are stocked with healthy options, and their fresh fruit program allows employees to grab a free snack from the fridge. In addition, the wellness team coordinates regular employee wellness challenges, a monthly newsletter and a website that offers tips for a more active lifestyle, recipes, info on local bike paths and more. This year, Cbsi installed touch-free garbage receptacles and hand sanitizing stations to help stop the spread of germs. Cbsi also supported the community with free flu shots for employees and free CPR and AED training.

## Blood Drive and Bone Marrow Registry

In November, Cbsi hosted their first community blood drive. Turnout exceeded expectations with enough employee and community member donations to save 23-69 lives. These will be used to replace red cells lost during an accident or surgery, to supply plasma for burn victims or to supply platelets for cancer patients. During the blood drive, 16 people also joined the National Marrow Donor Program (NMDP) Registry. On any given day, over 6,000 men, women and children search the NMDP Registry for a life-saving donor. These patients have leukemia, lymphoma and other life-threatening diseases that can be treated by a bone marrow or cord blood transplant. For many of these patients, a transplant may be their only hope of a cure.

## Light the Night Walk

Cbsi is proud to support nationwide causes through community walks and fundraisers. Many Cbsi employees participate in the annual Leukemia and Lymphoma Society's Light the Night Walk to raise funds for leukemia, lymphoma and myeloma research. Cbsi has raised over \$250,000 in support of this cause.

## Junior Achievement

Cbsi proudly supports Junior Achievement with employee volunteers. Junior Achievement provides the opportunity for the business community, together with educators and local volunteers, to offer students insight into the work world, along with basics in finance, economics and entrepreneurship. Cbsi is pleased to share their expertise with the next generation. charitable donations.

## About Cbsi

Consumer Benefit Services is a locally based, privately held international marketing company. For 20 years, we have been actively serving, our clients, employees and community. Cbsi provides comprehensive marketing solutions supported by experienced and talented people, state-of-the-art technology and a commitment to excellence. We design and manage loyalty programs that develop long-term relationships with our extensive client base. Our consultative approach to loyalty program design provides our clients with a competitive edge in the market, and most importantly, profitable results. As clearly stated in our mission and values statements, we provide solutions to the growth and profit needs of our clients. We are committed to our employees, each other, our clients and our community.



Consumer Benefit Services, Inc.

Juli Gilbert | [PR@consumerbenefit.com](mailto:PR@consumerbenefit.com) | 630.420.6200  
[www.consumerbenefit.com](http://www.consumerbenefit.com) | [www.cbsiwellness.com](http://www.cbsiwellness.com)