



Georgia Business Leaders Invite All Companies to “Go Beyond Profit”

More than 50 statewide companies have signed pledge to give back

ATLANTA, December 1, 2017 — Civic-minded business leaders across Georgia today launched *goBeyondProfit* — a first-of-its-kind, business leader-led initiative that shines a light on corporate generosity of all kinds and invites every statewide business leader to join.

With a shared belief that giving back is good for business and good for Georgia, *goBeyondProfit* celebrates the extraordinary ways businesses give back to communities.

Founded by Jackson Healthcare and led by inaugural ambassadors, *goBeyondProfit* encourages business leaders and owners across the state to sign the *goBeyondProfit* pledge. With the pledge, Georgia businesses of all sizes and stages are encouraged to find and invest in creative ways to give back that align with their unique business models. More than 50 companies have already signed the pledge in support of the initiative's launch.

“We believe that business is a tremendous force for good in our communities,” said Richard L. Jackson, Chairman and CEO of Jackson Healthcare. “We also believe that by celebrating all the ways companies are being generous and raising awareness about the value of giving back, others will want to join in.”

The *goBeyondProfit* founding ambassadors are:

- Juanita Powell Baranco, Co-Owner, Mercedes-Benz of Buckhead
- Don Barden, CEO, 3Ci
- Frank Blake, Former Chairman and CEO, The Home Depot
- Paul Bowers, Chairman, President and CEO, Georgia Power
- Millard Choate, Chairman and CEO, Choate Construction
- Chris Clark, President and CEO, Georgia Chamber of Commerce
- Clark Dean, President, Rotary Club of Atlanta; Senior Managing Director & Partner, Transwestern Commercial Services
- Walter M. “Sonny” Deriso, Jr., Chairman of the Board, Atlantic Capital Bank
- Sam L. Gude, III, CEO, Gude Management Group
- Glen Jackson, Co-Founder, Jackson Spalding

- Rick Jackson, Chairman and CEO, Jackson Healthcare
- Mary Laschinger, Chairman and CEO, Veritiv
- Bernie Marcus, Co-Founder, The Home Depot, Chairman of The Marcus Foundation
- Eric Tanenblatt, Principal and Chair, Public Policy Dentons

Business leaders wishing to take the pledge and share a story of corporate generosity may join at www.gobeyondprofit.org/pledge.

"We want business leaders across the state to know that if they are giving back in some way, they are in good company," said Jackson. "The *goBeyondProfit* initiative is an ideal way to share best practices and learn from each other. The aim is to make giving back the norm for all Georgia businesses."

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About *goBeyondProfit*

goBeyondProfit is a first-of-its-kind business leader-led initiative that shines a light on corporate generosity of all kinds. Funded by Jackson Healthcare and launched by Georgia business leaders, *goBeyondProfit* promotes the belief that giving back is good for business and good for Georgia. *goBeyondProfit* will inspire businesses to make an indelible impact in the communities in which they do business by investing in creative ways of giving back that align with their unique business model. Visit www.gobeyondprofit.org to learn more about why businesses are coming together and pledging to serve their communities.

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