



Better Business Bureau Serving the Atlantic Provinces
1888 Brunswick Street
Suite 303
Halifax, Nova Scotia
B3J 3J8

BBB Serving the Atlantic Provinces Student Award

Thank you for your interest in applying for the BBB Serving the Atlantic Provinces Student Award. To be eligible, you must currently be enrolled in university-level study. All applications will be reviewed by a panel of judges.

There are four awards available, one for each Atlantic Province: Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador, in the amount of \$750.00 each. Your application must include:

1. A personal essay addressing the following questions: Studies have indicated a globally declining level of trust in the marketplace. With this in mind, what role do you think trust and integrity play in the modern marketplace?¹ How might this affect your future career? In a world where brand reputations are available to be viewed (or created) by people everywhere, what role do organizations like BBB play?

Your essay should be three- to five-pages in length, Times New Roman, 12-point font, 1.5 spacing, with normal (2.54cm) margins.

2. An unofficial transcript of your most recent term of completed study.

The application should be submitted in one email no later than **midnight, Sunday, November 12, 2017**. Please send it to communications@ap.bbb.org and use the subject line BBB Atlantic Student Award. Please make sure to include your contact information including: name, mailing address, email address, phone number, institution and program.

Best of luck with your application, we look forward to reviewing your submission.

¹ <http://www.ey.com/gl/en/about-us/our-people-and-culture/ey-global-study-trust-in-the-workplace>
<http://www.edelman.com/trust2017/>