

MEDIA RELEASE

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Good Business Colorado Will Advocate for Responsible Public Policy *New business group to promote strong economy, sustainable environment, thriving communities*

DENVER – More than 50 business owners across the state are launching Good Business Colorado, a new business advocacy organization. The organization will be a voice for businesses owners who believe that policies that build a strong economy, thriving communities and a sustainable environment are good for business, good for employees and good for Colorado.

“Good Business Colorado is an excellent opportunity for responsible business owners across the political spectrum who don’t always feel well represented by other business groups to make their voices heard at the Colorado Capitol, in the media and with other business owners,” said Yoav Lurie, CEO and founder of Simple Energy, an energy management software company. “As business owners, we know first-hand that establishing policies that build a strong economy, a thriving community and a sustainable environment are good for business.”

Good Business Colorado has endorsed the FAMLI/Family and Medical Leave Insurance Act, HB-1001 and expects to advocate for a number of other bills promoting a thriving and sustainable economy during the 2018 legislative session, including the Secure Savings Act.

“Both the FAMLI Act and the Secure Savings bill are in business owner’s best interest since they promote financial stability for employees, making them more focused, productive and loyal,” said Judy Amabile, President and co-founder of Polar Bottle, a Boulder-based manufacturing company. “Withholding employees’ own wages to contribute to paid family leave and retirement funds is pretty much an effortless lift for businesses and delivers big payoffs in reduced turnover, hiring and training costs.”

Good Business Colorado’s strong economy agenda will focus on efforts that empower employers and employees alike to thrive, education/training, infrastructure and broadband/net neutrality.

The group’s thriving community focus encompasses education/training, affordable workforce housing and transportation, and civil rights, including the right to be treated equally, regardless of race, religion, sexual orientation, gender identification, disability, etc.

Because the quality of life in Colorado attracts the nation’s best employee talent, and because so many businesses and the Colorado economy at large depend on the vitality of our land, air and water, advancing sustainable environment policies in the areas of public lands, renewable energy and clean air and water is a critical component of Good Business Colorado’s agenda.

"It’s time that responsible and forward thinking business owners stand up and participate in Colorado’s public conversation on how to create a thriving and sustainable economy,” said Edwin Zoe, founder of Zoe Ma Ma fast casual restaurants in Boulder and Denver. “Good Business Colorado is the essential organization that represents our interests and values as responsible business owners.”

With more than 50 business owner members, [Good Business Colorado](#) is a nonpartisan business voice for a strong, thriving and sustainable Colorado.

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