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Greyston Social Enterprise Honors Ben and Jerry for Social Inclusion and Business Innovation Announces Center for Open Hiring™ at Greyston Unilever and 14 Global and Local Partners Offer Support

(Yonkers, NY) — at Greyston's 35th Anniversary celebration of social inclusion and business innovation, honoring the founders of Ben & Jerry's, Unilever will announce its support for the Center for Open Hiring at Greyston (CFOH). As a cornerstone partner, Unilever, Ben & Jerry's and 13 other organizations are supporting the CFOH — a collaborative learning space that evaluates, improves and defines Open Hiring™ best practices, while also facilitating the widespread adoption of Open Hiring™ and supporting the delivery of Community Programs for employees and neighbors.

Rochester-based CleanCraft has joined the Center for Open Hiring as an Affiliate Partner and will be represented at the Gala by CEO Ty Hookway and Sanford Coley.

Using the practice of Open Hiring™, Greyston currently bakes 35,000 lbs. of brownies a day for Ben & Jerry's. The Open Hiring Model means that anyone who wants a job at Greyston bakery in Yonkers, NY is offered the opportunity to experience the dignity of work – no questions asked. As explained by Greyston CEO Mike Brady, "We don't spend money to screen people out. Instead, we invest to bring people who are often systematically excluded in to the mainstream economy." He added, "what CleanCraft is doing holds such promise. I grew up in Rochester. We are thrilled to have a Rochester hub for the Center for Open Hiring at Greyston. It's going to be transformative – for people, for business, and for the community."

New York State's first registered benefit corporation, Greyston also has developed collaborations with **Beneficial State Bank** (Oakland, CA), **CleanCraft** (Rochester, NY), and the **UN Global Compact's** consortium of 600 business schools adhering to the Principles for Responsible Management Education (PRME). The **Conscious Capitalism** movement (in part founded by Whole Foods CEO John Mackey), **Conscious Company Media**, and the **Impact Finance Center** (Denver) are also engaged with Greyston to bring the practice of Open Hiring to early adopter companies, the leaders of which see innovation in human capital management as a 21st century business imperative. Greyston is conducting research with scholars from **Yale**, The **Stern School at NYU**, and collaborating with social service innovators including **Westchester Jewish Community Service**, **ImagineThat**, and **PowerLab**.

For further background please see the recent [Huffington Post](#) piece by CEO Mike Brady with Ben & Jerry's CEO Jostein Solheim. To request **interviews** or see the **embargoed video statements** from Paul Polman, Jostein Solheim (CEO, Ben & Jerry's), and Kat Taylor (co-Founder and Co-Ceo with Tom Steyer of Beneficial State Bank), please contact Jonathan Halperin at Greyston: 202-422-6375.