

FOR IMMEDIATE RELEASE

Press Release



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Business for Good

We invest in people to build better businesses, stronger communities, and a more equitable world.

Through sustained investment in people, and a belief in the transformative power of entrepreneurship, we're working toward a world for everyone, built by everyone.

April 4, 2024

EMMY AWARD-WINNING SOCIAL JUSTICE REPORTER DR. ELAINE HOUSTON JOINS BUSINESS FOR GOOD

Veteran news anchor Dr. Houston brings 33 years of robust story-telling experience to the BFG team

Saratoga Springs, NY: Since joining NBC affiliate WNYT News Channel 13 in 1990, Elaine Houston grew to be an impactful and influential member of the news media for more than three decades. Post-retirement, Houston's next chapter will begin with the Business for Good team, which she joined April 1. An Emmy award-winning reporter, Houston's aptitude for highlighting social justice issues and stories strongly aligns with Business for Good's mission.

"Elaine's renowned career speaks volumes about the robust and vibrant content she will develop for Business for Good," said BFG co-Founder, Ed Mitzen. "Through the years, her writing and reporting have not only informed people, but educated people. We are honored and excited to have Elaine join our team."

Houston earned a Doctorate degree in executive leadership and social justice from St. John Fisher University, a Master of Arts degree in international women's studies from State of New York, Empire State University, and a Bachelor of Science degree in journalism from Southern Illinois University, Carbondale. Throughout her career, Houston was recognized with numerous community and journalism awards. Her decades of impactful storytelling will be an asset, as she works to highlight Business of Good's family of companies and the amazing entrepreneurs in the communities that BFG has worked with.

"As a social justice warrior, I admire and am in awe of the steadfast work Business for Good has done to create equity and improve the lives of people in our local communities as well as around the world," said Houston. "I am excited and honored to be joining the BFG family."

About Business for Good™

With values rooted in equity, access, opportunity, and prosperity, Business for Good (BFG) is advancing the model of traditional venture philanthropy in the Greater Capital Region of New York and beyond. Formed in 2020, BFG seeks to give back to move forward. Its efforts have been recognized on a national level, including being named to Fast Company's 2023 list of Brands That Matter, an honor reserved for organizations and brands that have built cultural relevance and impact through compelling branding and efforts that naturally extend their presence into communities. BFG was also awarded Fast Company's World Changing Ideas Honorable Mention in 2022, which recognizes pioneering teams that are playing an important role in the betterment of the world through intentional philanthropy. Comprised of a mission-focused team, BFG believes no challenge is insurmountable through hard and thoughtful work. With a goal to provide businesses and organizations with sustained support, BFG invests in people for the long term and in every way. Business for Good: building better businesses, stronger communities, and a more equitable world. To learn more, visit www.bfg.org.